



WELCOME HOME

The Athens 2004 Olympic Games were staged throughout Attica in a celebration that commenced with the lighting of the Olympic cauldron on the night of 13 August at the Athens Olympic Stadium. Athletes from 201 nations competed at the pinnacle of sport in a spirit of friendship and fair play before the cauldron was extinguished on 29 August and the Olympic flame was passed to the future.

An emotional seventeen-day journey that honoured the history of Olympism and showcased a thriving modern Greece, the Athens 2004 Olympic Games had a powerful impact on the people of the world and created a distinctive legacy for the Olympic Movement.

Throughout history, Greek civilisation has made man the measure of all things. The Olympic Games became the benchmark of creativity and excellence in ancient times and, over the centuries, illuminated examples of extraordinary human achievement. As the 2004 Olympic Games made a homecoming to Greece, the world's attention once again resided with the athlete, the individual, the team.

The Athens 2004 Olympic Games opened with a ceremony that honoured Greece as the birthplace of democracy, lyric poetry and tragedy. The ceremony featured the epic poetry of Homer and the modern poetry of George Seferis. It told the story of the development of art and the manifestation of the human form in sculpture throughout the history of Greek civilisation, and it celebrated humanity's relationship to the universe by exploring philosophy, geometry and science.

“IT IS SO TRUE THAT THE GAMES, TRYING TO MAKE MAN THE VISION, ENCOURAGED THE WHOLE WORLD TO BURY

The Athens 2004 Opening Ceremony symbolised that all of humanity is made from the same secret. A moving history encircled the Athens Olympic Stadium, charting the course of humanity through the Minoan, the Geometric, the Archaic, the Classical, the Hellenic, the Byzantine and the Traditional eras before arriving in the Modern, where the Olympic Games were reborn. Finally, the greatest delegation in the history of the Olympic Games paraded into the stadium, highlighting a night dedicated to humanity and beginning a global festival to celebrate the athlete. For the next 17 days, man was the measure of all things — and noble competition in a spirit of friendship and fair play inspired the athletes to establish new heights of human achievement.

Set amidst the vitality of modern Greece, the Athens 2004 Olympic Games honoured the host nation's history and culture, its proud place in the traditions of the Olympic Movement, and its distinct connection to the Olympic ideals, providing the world with perspective on the significance of a tradition that originated nearly three millennia ago.

Beginning in 776 BC, the ancient Olympic Games were staged on the plains of Olympia for nearly twelve centuries. The celebration came to occupy an important position in the Greek world, embodying a foundation of universal ideals — the values of noble competition and the effort to combine body, will and mind in a balanced whole — that remain with us today.

MEASUREMENT OF ALL THINGS AS IN THE ORGANIZERS
ANIMOSITY AND PREJUDICE.”
— XINHUA NEWS (CHINA)





To announce the coming of the event in ancient times, heralds from Eli would travel throughout the Greek world to proclaim *ekecheria*, the Olympic truce. Ancient Olympic judges known as *helanodikis* crowned Olympic victors with olive wreaths, or *kotinos* — a tradition thought to have originated in 752 BC on the advice of the Oracle at Delphi. Torch relay races emerged in ancient Greece as nighttime religious rituals that soon became popular sports. The enchanting power of fire was a source of inspiration, and sacred flames lit by the rays of the sun always burned in Olympia.

In August 2004 these traditions returned to Greece, and Greece shared them with the world.

“EFHARISTO, ATHENS, FOR COUPLING THE ANCIENT WITH THE NEW.” — ASSOCIATED PRESS, 29 AUGUST 2004

The first Olympic Games of the third millennium AD brought shot putters from around the world to compete in the Ancient Stadium at Olympia, constructed in the fifth century BC and buried under river silt until its rediscovery in 1766. Archers and distance runners returned to the beautiful marble of the Panathinaiko Stadium in Athens — built in 329 BC, destroyed in the Middle Ages, then excavated and restored in the nineteenth century before hosting the first modern Olympic Games. And athletes from more nations than ever before competed in refurbished twentieth century venues as well as spectacular new state-of-the-art arenas.

The world then watched as, within new and ancient stadiums throughout Attica, athletes were once again crowned with olive wreaths at the 2004 Olympic Games. It was a transcendent experience in the ideal setting, a symbolic masterstroke that placed these athletes and their achievements on a fixed point in the history of the world’s greatest tradition.

“THESE GAMES TOOK US TO THEIR SACRED ORIGIN IN OLYMPIA, THE MYTHOLOGICAL HOME OF THE GODS, TO WATCH THE SHOT PUT, TO MARATHON TO STAND ON THE SPOT WHERE THE RACE GOT ITS NAME.”

— ASSOCIATED PRESS, 29 AUGUST 2004

The Athens 2004 Olympic Games stands today as the most inclusive sporting event in history. From nations to individual athletes, from torchbearers to volunteers, Athens 2004 embodied the ideal of participation in the Olympic experience.

Athletes from 201 countries participated in the 2004 Olympic Games, the largest athlete delegation in Olympic history. Athens 2004 also witnessed a record in the participation of women, as they comprised more than 41 percent of the participating 2004 Olympic athletes. On day five of the 2004 Olympic Games, as many as 29 women competed in the ancient stadium at Olympia for the first time in history.

The Athens 2004 Olympic Torch Relay invited the world to participate as the Olympic flame, carried by 11,400 torchbearers and supported by thousands of escort runners, touched all five continents represented by the Olympic rings. Finally, in a resounding show of support for bringing the Olympic Games home, more than 57,000 Athens 2004 volunteers welcomed the world to the Olympic Games.

Athens 2004 Olympic Games Participation

Athletes Participating in the Games	10,564
Participating Male Athletes	6,254
Participating Female Athletes	4,305
Olympic Teams / NOCs	201
Olympic Volunteers	57,000
Olympic torchbearers	11,400

The celebration of the Athens 2004 Olympic Games was a great success, providing the world with a vibrant experience, exciting sporting action, and memorable moments of human achievement. Through 16 days of competition, the athletes participated in 28 sports and 37 disciplines.

Athens 2004 Olympic Games Competition Facts

Olympic Sports	28
Olympic Disciplines	37
Olympic Medal Events	301
Olympic Medals Awarded	929
Olympic Competition Venues	35

A total of 929 Olympic medals of gold, silver and bronze were awarded to the athletes following 301 medal events. Olympic athletes representing 75 nations on all five continents won medals at the Athens 2004 Olympic Games.



“GREECE GAVE THE WORLD THE FIRST OLYMPICS, THE FIRST MODERN REVIVAL AND NOW A FITTING REPRISE. FOR THIS, THERE IS A GREEK WORD OF THANKS: EFKHARISTO!” — THE TIMES (UNITED KINGDOM)



IN THE TRUE SPIRIT OF THE GAMES

ATHENS 2004 MISSION

The mission of Athens 2004 was broad in scope and precise in purpose. Combining ambition with clarity, the mission provided the Athens Organising Committee with succinct statements on an expansive foundation of goals. As a major theme of the 2004 Olympic Games had emphasised, all efforts of the Athens Organising Committee were made *In the True Spirit of the Games*.

The Athens 2004 mission guided the management and execution of the 2004 Olympic Games. It gave purpose to the first global Olympic torch relay in history. It fostered a keen awareness of the impact of the 2004 Olympic Games on the athletes, the spectators, and the people around the world who would experience the return of the Games to the place of their ancient birth. The mission promised to uphold the Olympic ideals, to respect the culture and natural environment of Greece, and to showcase the nation's past, present and future. It directed the Athens 2004 Olympic marketing agenda. And, finally, the mission encouraged an Olympic legacy that would benefit the Olympic Movement, the host country, and the world.



The Athens 2004 mission promised overall that the people of Greece would host unique Olympic Games on a human scale and inspire the world to celebrate the Olympic values. With breadth and focus, it promised to fulfill these nine goals:

- To organise technically excellent Olympic Games.
- To provide to the athletes, spectators, viewers and volunteers a unique Olympic experience, thus leaving behind a legacy for the Olympic Movement.
- To display the Olympic ideals in a contemporary setting through their traditional Greek symbols.
- To promote and implement the Olympic Truce through the Torch Relay.
- To control the commercial aspect of the Olympic Games.
- To promote the cultural and natural heritage of Greece to the eyes of the world.
- To showcase the achievements of modern Greece and its potential for the future.
- To protect and enhance the natural environment and promote environmental awareness.
- To promote the benefits of the Games throughout the country.

“THEIR ACHIEVEMENT HAS BEEN TO GIVE US AN OLYMPICS OF WHICH THEY CAN BE PROUD.” — THE TIMES (UNITED KINGDOM)

ATHENS 2004 VALUES

Athens 2004 developed a foundation of core values to achieve its mission. These values — Heritage, Human Scale, Participation and Celebration — provided a platform for all Olympic Games endeavours. In the true spirit of the Games, these values informed the creation of the Athens 2004 image and identity, the running of the Olympic torch relay, the development of the Olympic marketing programmes, and the management of the Games. Infused with these values, as interpreted below by the Athens Organising Committee, the 2004 Olympic Games created a powerful and memorable experience for the world.

Heritage

The Olympic Games were born in Greece nearly three thousand years ago and revived in Athens in 1896. Today, as the Olympic Games belong to the world, every host country infuses its own cultural character into the celebration of the Games. The universality and uniqueness of the Olympic Games can be found in the enduring Olympic ideals, which are understood in all languages and all cultures.



In 2004 the symbols of ancient Olympia, the Olympic flame and the Marathon race — each a powerful element both in Greek heritage and Olympic tradition — formed a bridge between the ancient and the modern Olympic Games. These symbols conveyed the Olympic ideals and, combined with the homecoming of the Olympic Games in 2004, renewed the Olympic spirit and celebrated the ancient ethos inherent in noble competition.

Human Scale

Throughout history, Greek civilisation has made man the measure of all things. As the Olympic Games made a homecoming to Greece, the centre of attention and the measure of human achievement resided with the athlete, the individual, the team. Noble competition inspired the athletes to excel in their endeavours, opposing their strengths to the massive dimensions of the Games, the arena where human ability is demonstrated and human achievement is honoured. The 2004 Olympic Games inspired, encouraged and empowered each of us to pursue our ideals, high as they may be.

Participation

Individuals of various backgrounds, from diverse cultures and with different ideas come to the Olympic Games to participate in a gathering that honours that which joins us, not what separates us. The Olympic athletes, the spectators, the organisers, the volunteers and the people of the world who shared in the experience of the 2004 Olympic Games participated in a homecoming that embodied the ideals shared among all of humanity. In the Olympic Games, all share the common vision of promoting friendship and fair play throughout the world through noble competition. With more countries than ever before celebrating the Games, and with more volunteers than ever helping to make the event possible, Athens 2004 manifest an unprecedented spirit of participation.

Celebration

In ancient times, a truce was declared throughout the Greek world so that the Olympic Games could be contested in peace and friendship. The Olympic Games today are the greatest celebration of humanity, an event of optimism and hope that invites the world to compete in friendship and fair play.

Every four years, humanity celebrates and embraces the values of sport at the Olympic Games, and the world renews its understanding of the Olympic ideals of friendship and unity. The Athens 2004 Olympic Games offered the world the opportunity to celebrate these values in a festive experience that would provide a point of reference for future generations.

ATHENS 2004 IMAGE & IDENTITY

The image and identity of the Athens 2004 Olympic Games emanated from the mission and core values of the Games — Heritage, Human Scale, Participation and Celebration. In turn, this vision for the Games was incorporated into all Olympic Games design elements and applications. This comprehensive approach to design resulted in the most impressive image and identity programme in the history of the Olympic Games. The Athens 2004 image and identity was found in the Olympic Games emblem, the Olympic cauldron and torches, the architecture of the venues and Olympic complexes, the design of the Olympic medals and sport pictograms, and the Look of the Games programme.

The visual impact of the Olympic Games directly influences the success of the event and reflects the power of the Olympic brand. For this reason the Athens Organising Committee, with support for the International Olympic Committee, organised the first-ever Olympic Games Design Conference in November 1998. The conference introduced the Athens design community to the fundamental principles of Olympic design, stressed its importance to the Olympic Games and the marketing programmes, and invited the creative community to contribute to this effort by directing their design talents toward creating the graphic imaging system for the 2004 Olympic Games.

In the end, one of the world's richest visual cultures provided the inspiration for the most successful Olympic Games design programme to date, and a strategy founded in communicating core values helped the programme to achieve an unparalleled level of integration.

“THE ATHENS 2004 DESIGN PROGRAMME AS A WHOLE IS THE MOST INTEGRATED OLYMPIC DESIGN PROGRAMME WE’VE EVER SEEN. EVERYTHING — FROM THE STRATEGIC VISION TO THE IDENTITY, FROM THE MASCOTS TO THE PICTOGRAMS — EMERGED FROM ONE MASTERSTROKE. IT ALL COMES TOGETHER TO TELL A SINGULAR STORY ABOUT ATHENS, A STORY ABOUT A CITY PERFECTLY BALANCED BETWEEN THE PAST AND THE FUTURE.”

— BRAD COPELAND, OLYMPIC GAMES DESIGN ADVISOR TO THE IOC





The integration of the Athens 2004 image and identity had a significant impact on the success of the Olympic Games from the perspective of broadcasting, sponsorship and licensing:

Broadcasting – Athens 2004 set a new standard for adapting the Look of the Games to each venue, rather than adapting each venue to the Look. The abundant colours of the Athens Look filled the modern Athens Olympic Stadium, the Olympic Swimming venue, the Beach Volleyball arena and other venues, bringing the competition to life on television. In Panathinaiko Stadium and at Olympia, however, colours and patterns were subdued or entirely absent, paying reverence to the heritage and magnificence of these historic venues. The result was a powerful on-screen image that enabled the broadcasters to provide their audiences with a glimpse of the vibrant Olympic setting while clearly affirming their ownership of the Olympic Games in the minds of viewers.

Sponsorship – Athens 2004 marked a great step forward in sponsor integration of the Look of the Games. TOP Partners and Athens 2004 Grand National Sponsors found innovative, proprietary ways to incorporate the Look of the Games into their on-site activations, supporting the visual identity of the Games and adding to the consistent presentation of the Athens 2004 image throughout the city and venues. In turn, these efforts provided rewards to the sponsors, as they affirmed the sponsors’ partnership with the Olympic Games and support for the athletes in the minds of spectators, visitors and broadcast audiences.

Licensing – The Athens 2004 Olympic Games licensing programme demonstrated the power and profitability of a fully integrated design programme. Athens 2004 created a merchandise retail experience that incorporated the image and Look of the Games more consistently than any programme in Olympic history. Strong Athens 2004 design assets created a myriad of opportunities for licensed products. As a result, there was more mascot merchandise, more pictogram merchandise and more merchandise bearing the Olympic Games emblem and the Look of the Games. The interior of the Olympic Superstore was a complete immersion in the Look, with signage and atmosphere that was bright, colourful and consistent with the Athens 2004 image and vision.

“EVERY ASPECT OF OUR DESIGN WAS DRIVEN BY OUR VISION — UNIQUE GAMES ON A HUMAN SCALE — AND OUR VALUES: HERITAGE, PARTICIPATION, HUMAN SCALE AND CELEBRATION. THEY BOTH REFLECT A GREEK PHILOSOPHY OF LIFE AND A UNIVERSAL HUMAN EXPERIENCE. WE’VE CREATED A DESIGN PROGRAMME THAT IS VERY FOCUSED ON THE HUMAN BEING.” — THEODORA MANTZARIS, ATHENS 2004 DESIGN DIRECTOR

The Athens 2004 Emblem

A simple hand-drawn olive wreath floating in a sea of Aegean blue.

The palette of white and blue reflects the Greek sea and sky, suggesting the fluidity and transparency of water and the brightness of the Aegean light. The design is rendered by hand in a free and unrestricted manner that highlights the human element. The olive wreath or *kotinos* is a legacy from the ancient Games — the prize awarded to Olympic champions. The olive tree, furthermore, was the sacred symbol of the Athenian city-state. It is an icon that has left an indelible mark in Greek mythology and art and has served as a global symbol of peace and freedom. In the emblem, the wreath is shaped in an open circle — an invitation for humanity to participate in a universal celebration that transcends cultural bounds. The Athens 2004 Olympic Games emblem was selected from among 690 entries from 242 candidates in 14 countries. From the moment it was unveiled on 30 September 1999, the emblem anchored the Athens 2004 image and identity programme.





The Look of the Games

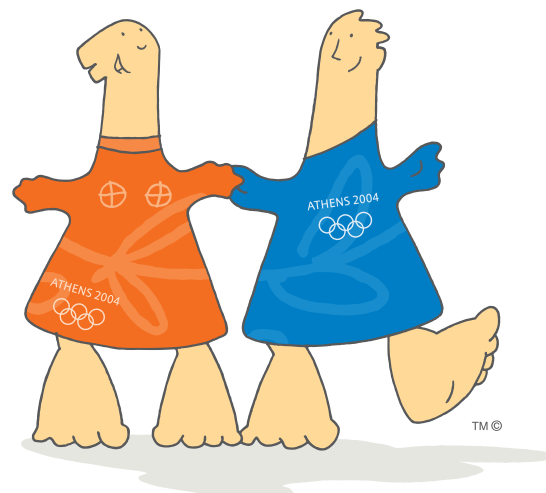
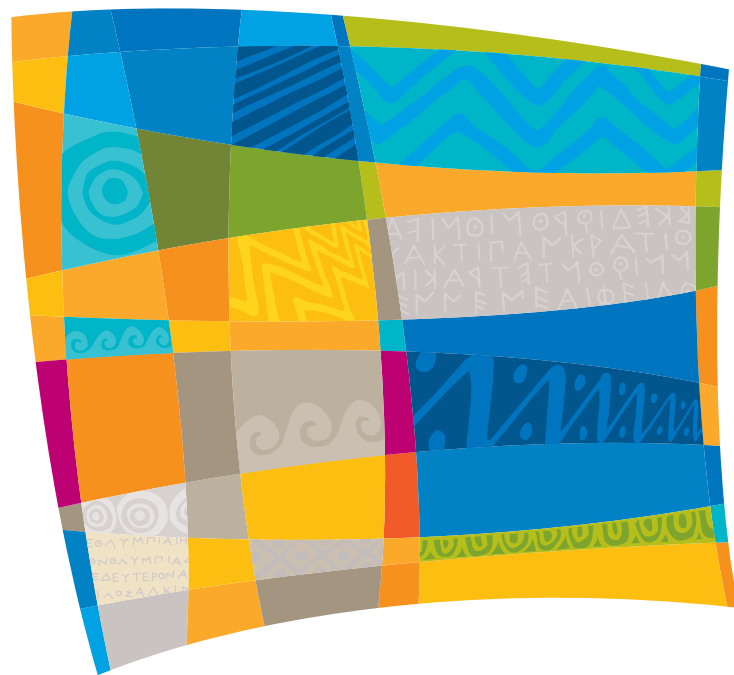
Colors drawn from the Mediterranean palette and a panorama of abstract patterns.



The success of the Look of the Games in Athens is the result of this singular, powerful and consistent vision applied throughout all elements. The Athens 2004 Look of the Games was present in venue decoration, street banners, fence wraps and other applications. Its four-colour palette, drawn from natural colours found in Greece, infused the Olympic Games design with great energy and elegance. A panorama of secondary graphics combined abstract patterns from Greek civilisation and every day life. Wave patterns reflected the sea. The human form in sport was represented. Ancient inscriptions about athletic performance were rendered in Greek lettering.



The Athens 2004 sport pictograms were inspired by Cycladic figures of ancient Greek civilisation, which created distinctive silhouettes of the human form. All of these elements beautified the Olympic venues, adorned the city, formed the vibrant backdrop for sport competition, and brought astounding visual impact to the vibrant celebration of the Games.



Athenà Phèvos



Venues & Complexes

Creating a vibrant, celebratory atmosphere for the Olympic Games.

Athletes competed on the plains of Olympia. Runners followed the path of Phidippides from Marathon to Athens. Olympians competed in the ancient Panathinaiko Stadium. And the construction and redesign of modern Olympic venues and facilities left a distinctive mark on contemporary Athens. True to the spirit of the 2004 Olympic Games, the venue designs linked the history of the Games with the modern Greek capital. The Athens Olympic Sports Complex, with its Agora, created the perfect setting for the Games. Suspended arched roofs partially covered the Olympic Stadium and fully covered the Velodrome. The paved Central Axis provided pedestrians with a direct connection to the Olympic venues. A curved shell structure of steel arches and top gladding known as the Arcade provided shade for Olympic visitors while allowing sunlight in for a pleasant atmosphere. Indigenous olive trees, pines, elms, poplars and cypresses enhanced the environs. Promenades with marble lanes, decorative water pools and light-streams brought vitality to the natural atmosphere of the Games. The undulating Wall of Nations captivated visitors with its motion, light and imagery.





Olympic Medals

Redesigned to honour the role of Greek heritage in Olympism.

To reflect and honour the return of the Games to Greece, Athens 2004 redesigned the primary side of the Olympic medal for the first time since the 1928 Olympic Games in Amsterdam. The medal design included the winged depiction of the goddess Nike of Paeonios and the image of Panathinaikon Stadium, where the modern Olympic Games were inaugurated in 1896. Three elements comprise the secondary side of the Olympic medals: the eternal flame in Olympia; the opening lines of Pindar's Eighth Olympic Ode, composed in 460 BC to honour the victory of Alkimedon of Aegina in wrestling; and the Athens 2004 Olympic Games emblem. Athletes who won medals at the 2004 Olympic Games also experienced a powerful connection to the ancient Games as they were crowned with olive wreaths on the medals podium.

“EFHARISTO, ATHENS, FOR . . . THE FOUNTAIN SPRAYS, REFLECTING POOLS AND SOARING ARCHES. THE UNDULATING, GIANT WHITE WALL OF NATIONS THAT CAUGHT THE WHISPERING WIND, BRINGING MUSIC TO OUR EARS AND SMILES TO OUR FACES.” — ASSOCIATED PRESS

The Torch & Cauldron

The Olympic flame emerged from the curved lines and harmonious shape of an olive leaf.

Continuing the symbolism of the Olympic Games emblem, the design of the Athens 2004 Olympic torches and cauldron was inspired by the olive leaf. As such, the design represented the history of Athens, a connection to the ancient Olympic Games, and the spirit of peace and freedom. The torches and the cauldron were designed to enhance the Olympic flame with their upward, dynamic shape. The torches had two-toned sides made of metal and olive tree wood in their natural colors and a structure of beautiful simplicity that reflected the philosophy of *pan metron ariston*, or all things in moderation.

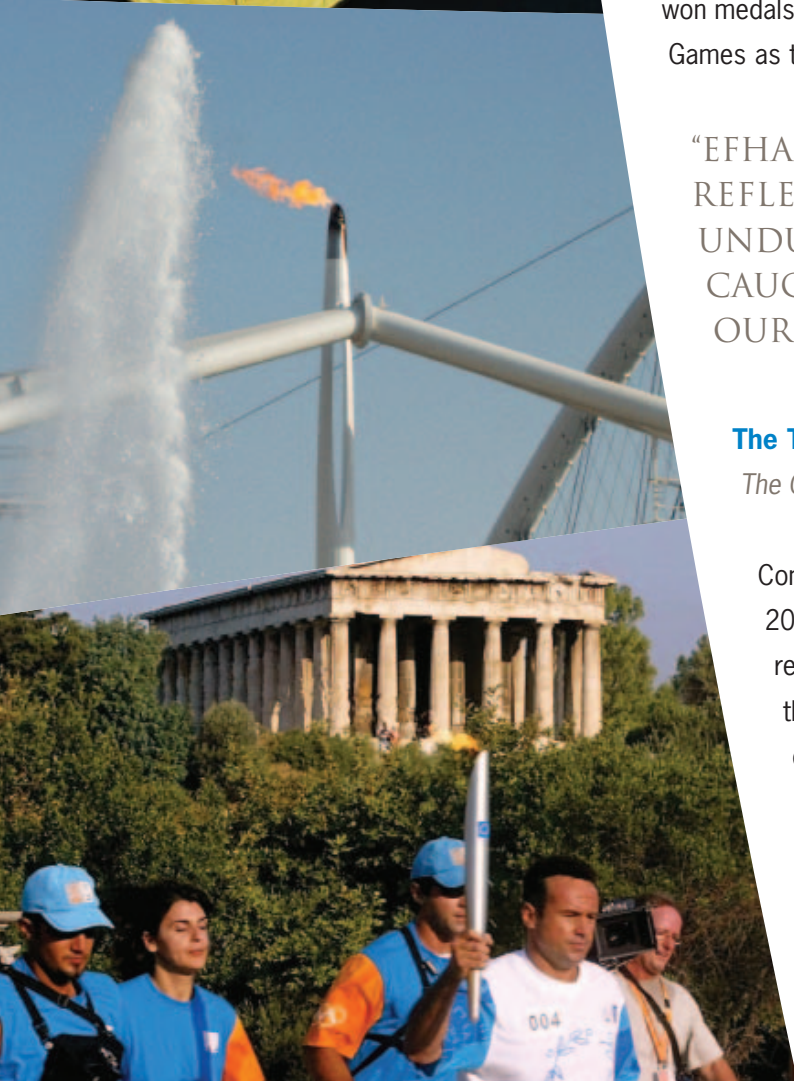
PASS THE FLAME, UNITE THE WORLD

The Athens 2004 Olympic Torch Relay was a masterstroke that communicated to the world every core value and theme of the 2004 Olympic Games. The passing of the Olympic flame is based on an ancient tradition in Greek heritage. The first global torch relay in history emphasised global unity and human scale, as community heroes and local citizens carried the Olympic flame on all five continents. In the true spirit of the Games, the Athens 2004 Olympic Torch Relay welcomed the world home to Greece to participate in the Olympic celebration under the powerful and appropriate theme of Pass the Flame, Unite the World.

In Olympia on 25 March 2004, the sun's rays ignited the Olympic flame, and the flame began a journey that spanned 78 days and a distance of more than 78,000 kilometres. The first segment of the Athens 2004 Olympic Torch Relay carried the Olympic flame around Peloponnese and the islands of Argosaronikos for seven days. On the seventh day, the flame came to rest at the altar in the ancient Panathinaiko Stadium.

In June the flame began its global 35-day travel to 33 world cities. More than 3,600 people carried the Olympic flame during the international segment of the Athens 2004 Olympic Torch Relay. The torchbearers were selected by organisers and sponsors who had sought “the best in humanity” — individuals who, through their commitment to their own local communities, had come to embody the torch relay's themes of Unity and Inspiration.

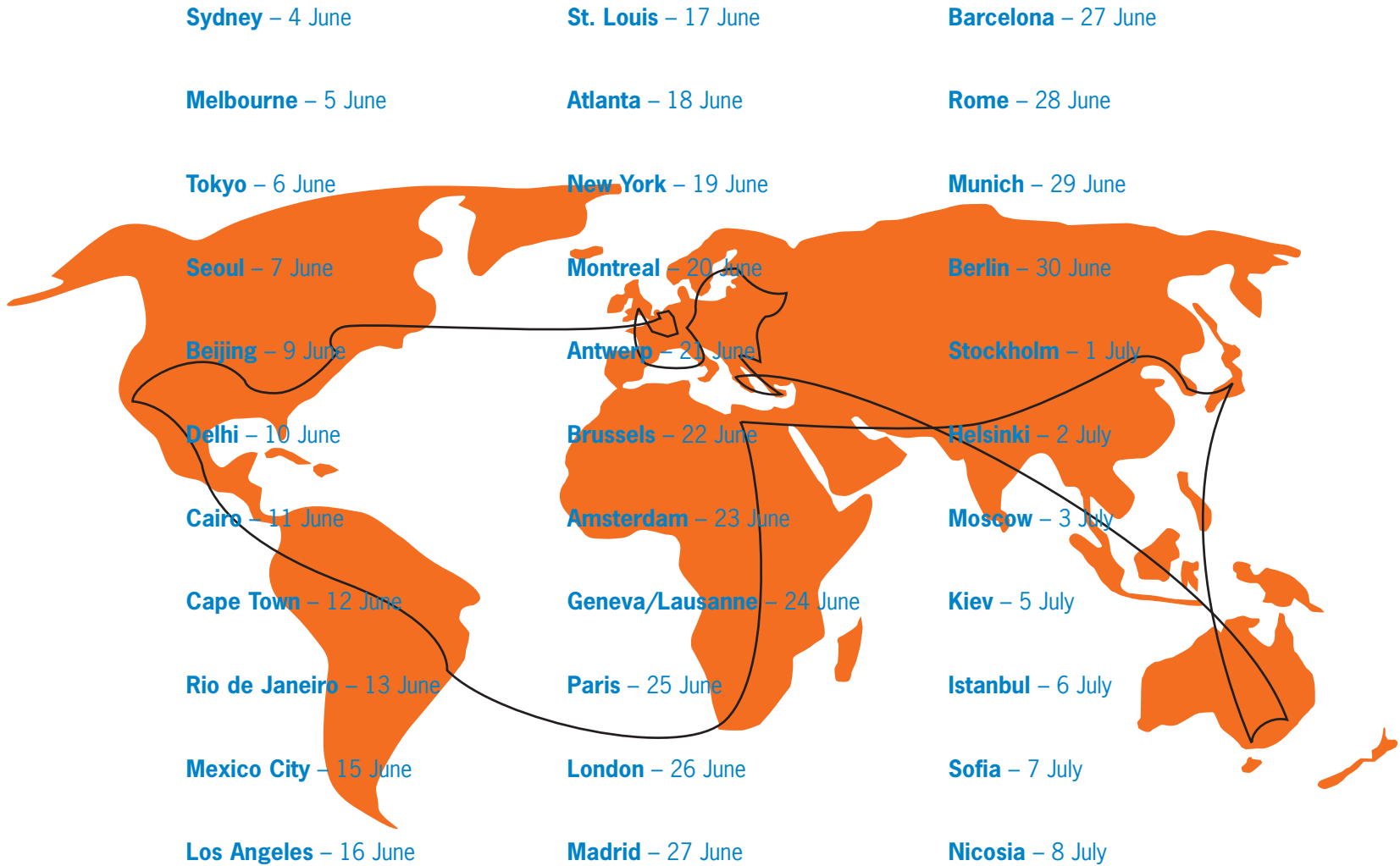
The Olympic flame revisited every city that has hosted the Olympic Games, visited the continents of Africa and Latin America for the first time in history, and also cast its light on future Olympic host cities and other places of global prominence. In all the Athens 2004 Olympic Torch Relay brought the light of the Olympic spirit to cities with combined populations of more than 260 million and countries with combined populations of more than four billion.





In July the Olympic flame returned to Greece. Before the journey ended, the Greek segments of the torch relay had touched all 54 prefectures of the host country for the first time, with 7,700 torchbearers passing the flame over the course of 43 days. On 13 August 2004, the Olympic flame ignited the cauldron at Athens Olympic Stadium to mark the opening of the Athens 2004 Olympic Games.

ATHENS 2004 OLYMPIC TORCH RELAY: THE INTERNATIONAL ROUTE



ATHENS 2004 SPONSORSHIP

Worldwide Olympic Partnership & Athens 2004

The Athens 2004 Olympic Games brought worldwide Olympic sponsorship to new heights and enabled the TOP Partners to maximise their association with the world's greatest sporting and cultural event in a more meaningful way than ever before.

The Olympic Partnership, known as the TOP programme, is the international sponsorship programme that has provided a foundation of continual, global support for the Olympic Movement for nearly two decades. The TOP Partners, or Worldwide Olympic Partners, provide significant year-round contributions of products, services, technology, expertise and financial resources to the Olympic Family on a four-year basis. These contributions support the International Olympic Committee, the Organising Committees for the Olympic Games, and every National Olympic Committee in the world.

While several of the Worldwide Olympic Partners have supported the Olympic Movement since long before the IOC established the TOP programme in 1985, and while others have participated in the TOP programme for several Olympiads, the Athens 2004 Olympic Games provided unprecedented value in global reach and historical significance.



In 2004 the Olympic Games became more globally inclusive than ever, with a record 202 participating nations. In turn, TOP Partnership became both more important and more valuable. On one hand, the TOP programme’s foundation of support was partly responsible for enabling Olympism to reach more athletes in more countries than ever before. On the other hand, the expansion of Olympism provided the Worldwide Olympic Partners with the opportunity to share the experience with the world and to touch consumers in new markets.

The Worldwide Olympic Partners demonstrated their global support for the Olympic Movement in a magnificent environment, amid a culture imbued with a powerful connection to the tradition of the Olympic Games, and in a nation with a keen understanding of the historical role of Olympism in defining the pinnacle of human achievement. It was a magical experience — one that offered the TOP Partners unrivalled marketing opportunities and gave the world an enhanced perspective on the vital impact of Olympic sponsorship in supporting the world’s greatest tradition.

The Worldwide Olympic Partners in the fifth generation of the TOP programme (TOP V) did much more than provide vital contributions of products, services, technology, expertise and financial resources to the Athens 2004 Olympic Games. The TOP Partners made essential contributions to the successful staging of the Athens 2004 Olympic Games, developed innovative programmes to support the athletes, shared the spirit of the Games with billions of people, promoted the universal ideals of Olympism, and left an enduring Olympic Games legacy for Greece and the world.

Athens 2004 Olympic Games Sponsorship

As the Olympic Games returned to Greece for the first time since 1896, the Athens 2004 sponsorship programme offered a once-in-a-lifetime opportunity for Greek companies to play a vital role in staging a global sporting and cultural event that was significant to the country’s past, present and future.

The Athens 2004 sponsorship programme was an outstanding success that significantly increased the overall value of Olympic Games sponsorship. Managed by the Athens Organising Committee for the 2004 Olympic Games (ATHOC), the sponsorship programme was launched in May 2000 and provided Greek companies the opportunity to support a significant national endeavour, to benefit from an association with the Olympic Games and the Greek Olympic team, to leverage the investment over a period of more than four years, and to generate substantial business results from a range of contributions, programmes and activities.

In Greece, a nation of fewer than 11 million people, Athens 2004 sponsorship provided the highest-ever per capita support of any domestic programme in the history of the Olympic Games.



The initial revenue target of 200 million from the Athens 2004 domestic sponsorship programme was met two years before the Opening Ceremony.

The Athens 2004 domestic sponsorship programme ultimately exceeded initial targets by 57%, generating more than 300 million in domestic sponsorship of the Olympic Games and sponsorship of the Athens 2004 Olympic Torch Relay.

The Athens 2004 sponsorship programme, with support from domestic sponsors and TOP partners combined, was the second largest source of revenue for the staging of the Olympic Games, providing approximately 23% of the Organising Committee’s balanced budget.

The strategic planning of the Athens 2004 sponsorship programme created an environment of limited commercialism and heightened visibility for each sponsor that contributed vital products, services, technology and expertise to the success of the 2004 Olympic Games. The Athens Organising Committee developed its marketing agenda with the plan to limit the sponsorship programme to a maximum of 40 partners. The programme ultimately included 23 sponsors across three tiers.

“THE ATHENS 2004 SPONSORSHIP PROGRAMME WAS AN OUTSTANDING SUCCESS. THE GRAND NATIONAL SPONSORS SUPPORTED THE STAGING OF THE GAMES, HONoured THE HISTORY AND HERITAGE OF GREECE AND SHARED THE OLYMPIC SPIRIT WITH THE WORLD.” — GERHARD HEIBERG, CHAIRMAN, IOC MARKETING COMMISSION

Ultimately, the domestic Athens 2004 Olympic Games sponsors mirrored the significant contributions of the Worldwide Olympic Partners by providing products, services, technology and financial resources to the success of the Games, by supporting the Greek Olympic team, by sharing the spirit of the Games with all of Greece, by promoting the Olympic ideals, and by creating a legacy of the Olympic Games for Greece.



STAGING THE OLYMPIC GAMES

THROUGH CONTRIBUTIONS TO THE STAGING OF THE OLYMPIC GAMES, OLYMPIC SPONSORS SHOWCASE CORPORATE CAPABILITIES ON THE WORLD STAGE.

The successful staging of the 2004 Olympic Games required seven years of preparation, the creation of a vast infrastructure, the development of large-scale operations, and the seamless integration of complex systems. By working for years to provide the necessary products, services, technology and expertise, the Olympic sponsors helped to make the Athens 2004 Olympic Games possible.

In turn, the Olympic sponsors' contributions to the Athens 2004 Olympic Games provided the opportunity to display core business solutions to a global audience, to earn distinction as industry leaders, to strengthen business relationships, and to enhance brand identity in association with the power of the Olympic Image.

In the grand spectacle of the Olympic Games, amidst a cultural festival that gripped Greece and the world, and throughout an event that ranged from Attica to Thessaloniki, Volos, Heraklio, Patras and Olympia, there was always the core element of sporting competition. Athlete versus athlete, at a single moment in time. To determine the results of Olympic competition, to declare Olympic champions, required accurate measurement and precision timing — and these required state-of-the-art technology.

Swatch, a Worldwide Olympic Partner, provided the Athens 2004 Olympic judges and officials with its best-tested timing and scoring equipment to determine the results of Olympic competitions. As the official timekeeper of the Olympic Games, Swatch was responsible for timing, measurement and scoring systems, competitors' scoreboards and public displays, and on-venue results at all Athens 2004 Olympic competitions.

Five months before the Olympic Games, Swatch shipped to Athens tonnes of sports timing equipment, including shot clocks and starting blocks, transponders and tachometers, speed guns and scanners, as well as photo-finish technology. The leading Swiss watch-making group then fielded a team of more than 300 sports timing and measurement experts in Athens to oversee, operate and manage the accuracy of Swatch timing and scoring technology that proved crucial to the success of the Games.

For the first time in Olympic history, a Swatch photo-finish image captured two cyclists crossing the finish line at precisely the same moment, accurate to 1/1000th of a second. The unprecedented dead heat took place in the Women's Sprint Quarterfinals in Cycling Track, as Russia's Tamilla Abassova and Lithuania's Simona Krupeckaite both recorded an official race time of 11.776 seconds, forcing a decision to re-run the race.

When the Men's 100m Final in Athletics at Athens 2004 was complete, only 1/100th of a second separated each of the first four sprinters at the finish line. Olympic judges consulted the Swatch photo-finish image to determine the outcome of this marquee event before awarding the gold, silver and bronze medals respectively to Justin Gatlin of United States, Francis Obikwelu of Portugal, and the U.S.'s Maurice Green.

Before, during and after each Olympic event, timing and scoring data are gathered, processed and fed through networks and channels to a broad range of audiences — the Olympic athletes and their coaches, the Olympic judges and officials, the spectators and the media, as well as nearly four billion television viewers in more than 200 countries around the world.

The consortium of technology sponsors for the Athens 2004 Olympic Games supplied a vast network of 10,500 computing devices, 900 servers, 23,000 phones, 4,000 results system terminals, 13,000 mobile phones, and 4,000 printers that not only delivered the timing and scoring results to the world in less than a second, but which also contributed to all aspects of Olympic Games operations and management.

Atos Origin, a Worldwide Olympic Partner, is the global technology integrator for the Olympic Games. The company worked for years to develop a way of bringing all the hardware, software, applications and networking equipment provided by the technology sponsors together in a secure and seamless environment. The company developed the Games Management Systems that were central to the efficient management of Olympic Games operations, providing accreditation, transportation and accommodation schedules, medical encounters reports, sports qualifications, and protocol information. Atos Origin also created the Information Diffusion Systems that relayed results and information to the athletes, spectators, media, broadcasters, and ultimately four billion observers around the world.

More than 1,600 INFO2004 kiosks featured more than 50,000 pages of information in three languages, including 11,000 athlete biographies, all schedules, all results, and historical facts dating back to the first modern Olympic Games in 1896.

More than 1,500 touch-screen terminals in the Commentator Information System provided broadcasters with event results and background information for the commentary in a fraction of a second.

A centralised database carried real-time event data and results to the Athens 2004 website, the world press agencies, and the Olympic Games officials.



Atos Origin also developed an integrated security solution for the Athens 2004 Olympic Games IT infrastructure that prevented attacks from viruses and hackers. The company focused on three key IT areas — security architecture, risk management and operations — to ensure an effective response to any potential threat from either inside or outside of the network. The effort made certain that competition results and information were relayed to the media and the world accurately, in real-time and without disruption.

The Atos Origin team of 3,400 professionals and volunteers managed all the key technology facilities for Athens 2004.

The Technology Operations Center was the centralised mission control facility for all Olympic Games technology, where Atos Origin staff worked beside experts from Swatch, Xerox and other technology partners 24 hours a day.

The Integration Test Lab tested all systems for years before the Games.

The PC Factory experts configured all technology hardware to uniform standards.

The data centres, the virtual memory of the Olympic Games, stored and backed up critical data and information for records and historical reference.

Nine months before the Games, all systems applications were operational. After more than three years of preparation and testing, the technology consortium imagined and predicted any and all possible technological problems, glitches and disasters that could occur during the Olympic Games. In July 2004, the sponsors then simulated these crises in a final test to rehearse 302 different scenarios that could conceivably affect communication, sports, security, venue management and press operations. On the day of the Athens 2004 Opening Ceremony, the information technology systems for the Olympic Games were ready, functioning and secure — on time, to specification.

The Athens 2004 Olympic Games was a remarkable achievement for each of the Olympic sponsors participating in the technology consortium. The Games also were an extraordinary opportunity to demonstrate the capabilities of products, services, technology, expertise and talent before a global audience at the most extraordinary sport and cultural spectacle that the world has ever known.

Xerox, a Worldwide Olympic Partner, demonstrated the capabilities of its technology, products and personnel at the 2004 Olympic Games by producing printed competition results for the press, broadcasters, athletes, sponsors and Olympic staff. The company contributed nearly 6,000 high-performing digital multifunction systems, printers and copiers, all of which were integrated into the timing, scoring, results and information diffusion systems. In addition, more than 230 Xerox support engineers from 20 countries worked on site and around the clock throughout the duration of the Games to ensure that all Xerox systems functioned flawlessly. Xerox printed and delivered more than 50 million pages of qualified results over the course of 17 days.

The ultimate goal of the sponsors' technology contributions was to increase the efficiency of Olympic Games operations. Samsung, a Worldwide Olympic Partner, achieved this goal by developing a communications system that enabled Olympic officials, staff, media and athletes to access and transmit critical data in the palms of their hands. To create the Wireless Olympic Works (WOW), Samsung worked in close collaboration with Atos Origin, the IOC, ATHOC, and COSMOTE, a Grand National Sponsor. Samsung made the WOW network available on the more than 14,000 wireless communications devices that the company contributed to the Games, providing athletes, officials, media, staff and volunteers with up-to-the-minute information on demand about results, medal counts, event schedules and cancellations.

The telecommunications consortium for the Athens 2004 Olympic Games installed and operated the necessary infrastructure to provide for integrated telecommunications services, the international transmission of the broadcast signal, and the interconnection of information technology systems in a single network for the immediate release of Olympic event results.



OTE and COSMOTE, the Athens 2004 Grand National Sponsors for telecommunications services, provided the Olympic Games with 43,000 new fixed telephony connections, 3,000 ISDN connections, 3,000 ADSL lines, 13,000 new TETRA connections, V-SAT, 500 international circuits for radio broadcasting, videoconferencing, cable television, a call center for ticketing and volunteer matters with a capacity of 200 concurrent calls, and a fully staffed 24-hour telecommunications control center. The two companies also provided networking solutions, including optical ring networks, television and radio networks, fixed and mobile telephony networks, a network of inbuilt cable infrastructure, two multiplexing nodes connecting each Olympic complex, and two mothering digital exchanges serving each Olympic venue.

The Olympic telecommunications infrastructure and networks were designed with the ultimate goal of providing telecommunications services with maximum security and durability. It was a tremendous challenge that resulted in a staggering achievement. By succeeding in this task, OTE and COSMOTE showcased their capabilities on the world stage as millions of people benefited from the consortium's integrated, top-quality telecommunications services.

“THE NETWORK INFRASTRUCTURE DEVELOPED BY COSMOTE FOR THE OLYMPIC GAMES SHOWCASES GREECE'S TECHNOLOGICAL ACHIEVEMENTS, AND BRINGS THE COUNTRY AT THE FOREFRONT OF MOBILE TELEPHONY ON A GLOBAL SCALE. THANKS TO THE EXCELLENT OLYMPIC NETWORK DESIGN, EVIDENCE OF COSMOTE'S INTENSIVE AND SYSTEMATIC PREPARATION AND PLANNING, AND THE VITAL CONTRIBUTION OF ITS DEDICATED PERSONNEL, COSMOTE RESPONDED TO AN UNPRECEDENTED CHALLENGE, ONCE AGAIN BEYOND EXPECTATIONS.” — EVANGELOS MARTIGOPOULOS, CHIEF EXECUTIVE OFFICER, COSMOTE

Eastman Kodak Company, a Worldwide Olympic Partner, provided operational support for fundamental Olympic Games management and security initiatives. Kodak's imaging technology was integrated into the electronic accreditation system supplied and maintained by Atos Origin to create all Athens 2004 accreditation badges with photo identification for 350,000 athletes, coaches, sponsors, contractors, volunteers and security personnel who participated in the Athens 2004 Olympic Games. Kodak and Atos Origin collaborated on the making of 200,000 accreditation badges in July 2004 alone — each one in less than 10 seconds.



Like the best judges and officials in a sports competition, the goal of most technology sponsors is to perform so well at the Olympic Games that they are never noticed. But while a great deal of sponsor support for the staging of the Games occurs behind the scenes, other sponsor contributions actually create the scene. Sponsors' products, services, technology and expertise not only help to make the Games happen, but also help Olympic spectators, Athens visitors, and people around the world witness the Olympic spectacle and become increasingly engaged in the Olympic experience.

Kodak helped to make the Olympic Games happen for people around the globe by supporting the photojournalists who provide the world with a glimpse of the events, the experience, and the spectacular visual impact of the Athens 2004 Olympic Games. The company provided more than 1,300 accredited photojournalists and news agencies with traditional and digital photographic products and services at the Kodak Image Center, an 18,000-square foot facility in the Main Press Center. At this facility — the world's largest photo lab — Kodak offered the widest array of digital and traditional film technologies and services ever assembled and, for the first time in Olympic history, digitised 100% of all professional photos taken at the Games, making it quicker and easier for photojournalists to disseminate images to all parts of the world.

The Kodak Image Center offered accredited photographers pre-Games digital camera tune-ups, digital camera loan and repair services, image scanning, computer workstations with mass electronic storage space, thermal proofing, large-format ink-jet output, large volume production output, film processing, image transfer to CD, and high-speed transmission of images from the Main Press Center to the world's newsrooms. With its digital imaging technology and an efficient system, Kodak saved photographers valuable time at Athens 2004 by cutting three to four hours off the same process from Salt Lake 2002, less than two and a half years earlier.

To bring spectators and television viewers closer to the excitement of the competition, Panasonic, a Worldwide Olympic Partner, provided a comprehensive range of audio/visual equipment and technical support to the Athens 2004 Olympic Games. Panasonic's products, services and technology helped Athens Olympic Broadcasting, the host broadcaster for Athens 2004, provide the Olympic broadcast partners and their billions of television viewers around the world with 3,800 hours of live and recorded images of Olympic competitions and ceremonies. The company contributed 100 Panasonic DVCPRO50 VTRs as well as 200 professional cameras and camcorders to capture the action at the Olympic venues. Panasonic also supplied 1,600 broadcast quality monitors to the editors and technical operators at the broadcast editing suites and in the transmission centre of International Broadcast Centre. The company also provided the broadcasters with around-the-clock engineering support during the Games.

In a larger-than-life contribution, Panasonic brought the Olympic experience closer to spectators and fans by providing 14 Astrovision giant screens to the Athens 2004 Olympic Games. The 12 screens in the Olympic venues brought Olympic spectators closer to the field of play, and visitors gathered together to view all the Olympic action on giant screens outside the venues in public areas at the Athens Olympic Sports Complex and the Water Plaza at the Faliro Coastal Zone. The two Astrovision screens at the Olympic Stadium measured 111 square meters and weighed 12 tons each, and brought video aspects of the Opening and Closing Ceremonies as well as real-time and replayed competition images into clear focus — even in direct sunlight — to spectators seated more than 200 metres away. The company's audio contribution included 153 RAMSA audio systems for 33 venues at the Games, involving more than 1,200 speakers and 200 audio decks.

Beyond technology, there are many ways that both worldwide and domestic Athens 2004 sponsors contributed to the successful staging of the Olympic Games. The sponsors provided key operational, logistical and product support. They integrated their brands, products and services into the Olympic experience in ways that had significant impact on sales volume, product usage and brand awareness in the host city and around the world.

Efficient transportation is critically important to the success of the Olympic Games. To ensure that the thousands of Olympic officials and staff could get where they needed to be, Hyundai Hellas, a Grand National Sponsor, provided more than 3,500 vehicles to the Athens Organising Committee. Hyundai vehicles were festively decorated in the Athens 2004 Look of the Games, enhancing the company's association with the Games in the minds of Olympic visitors in Athens. The company also helped to reinforce its sponsorship in the minds of the public by providing Olympic spectators with free rides on main access roads and to main Olympic venues in brightly decorated buses.

To support Olympic Games ticketing operations and sales effort, Alpha Bank, a Grand National Sponsor, became a major Athens 2004 ticketing outlet by selling ceremony and event tickets in 140 selected branch offices throughout Greece. The contribution helped to bring the excitement of Athens 2004 directly to spectators and provided significant recognition for Alpha Bank as an official sponsor of the Games.





When the world turned its attention to Athens in August 2004, they saw the Olympic Games staged in a beautiful setting beneath clear blue skies and bright sunlight. As Olympic competition heated up, the summer temperatures in Athens climbed above 37 degrees Celsius, or 100 degrees Fahrenheit.

A substantial contribution from The Coca-Cola Company, a Worldwide Olympic Partner, helped to ensure that Olympic athletes, officials, staff, volunteers and spectators were refreshed, hydrated and healthy, as all enjoyed soft drinks, water, sports drinks and juices while competing, working, and enjoying the Games under the Athens sun. During the Games, Coca-Cola provided approximately 17 million beverage servings through more than 150 Olympic sites. To make the contribution possible, Coca-Cola Hellas and its bottling partner, Coca-Cola Hellenic Bottling Company S.A. (CCHBC), mobilised more than 3,000 pieces of cold drink equipment and more than 80 delivery vehicles. The Coca-Cola refreshment team in Athens included more than 260 people from the 26 countries where CCHBC operates.

“THE SPONSORSHIP HAS SIGNIFICANTLY RAISED OUR PROFILE ESPECIALLY OUTSIDE ATHENS. WE ALSO SEE A GOODWILL EFFECT FROM BEING SO CLOSELY ASSOCIATED WITH THIS HUGE NATIONAL ENDEAVOUR.” — YANNIS COSTOPOULOS, CHAIRMAN, ALPHA BANK

This summer hundreds of thousands of visitors and spectators arrived in Athens hoping to see the world's greatest athletes and wanting to bring home a souvenir of the experience. They had tickets to purchase and official merchandise to buy. Once again, a sponsor's contribution made this possible.

Visa, a Worldwide Olympic Partner and the only card accepted at Olympic venues, provided payment system services to ATHOC and the 2004 Olympic Games through a special network of 17 ATMs and 650 point-of-sale acceptance devices, working with its partner, Alpha Bank. Services were provided at Athens 2004 competition and non-competition venues including the Athens Olympic Sports Complex, the Main Press Centre, the International Broadcast Centre, and the Athlete's Village. The ATM network and acceptance services made it possible for Olympic athletes, officials, media, spectators and visitors to purchase tickets, souvenirs, meals and other necessities while working at or enjoying the Olympic Games. The support successfully enhanced the Visa brand in the minds of all who attended the Games and generated significant transactions and sales volume from Visa cardholders.



Visa also supported visitors and its cardholders with five Visa Information Centers in Athens in partnership with Alpha Bank, to help



SUPPORTING THE OLYMPIC DREAM

IN SUPPORTING THE DREAMS OF THE OLYMPIANS, OLYMPIC SPONSORS MOTIVATE AND INSPIRE THEIR EMPLOYEES, BUSINESS PARTNERS AND CUSTOMERS WITH POWERFUL CONNECTIONS TO THE WORLD'S MOST ESTEEMED ATHLETES.

The marketing partners of the Olympic Movement provide support for the Olympic athletes as they strive to achieve their dreams. Supporting the Olympic dream is one of the most effective means of communicating an Olympic association, as programmes that support Olympic athletes and hopefuls have the greatest resonance with the public and engender the most powerful emotional ties between corporations and consumers. By supporting Olympic athletes, sponsors also demonstrate a commitment to the Olympic values, convey good corporate citizenship and communicate a dedication to success, excellence and goodwill.

The Athens 2004 Olympic Games provided Kodak with an opportunity to demonstrate the quality of its health imaging technology while providing vital direct support to the Olympic athletes — support that would have a positive impact on their performances in competition. Kodak technology and health imaging equipment enabled the Athens 2004 Polyclinic, the primary medical centre for Olympic athletes at the Games, to become the first all-digital diagnostic facility in Greece and the first all-digital Polyclinic in Olympic Games history. The Polyclinic conducted more than 1,400 radiology examinations and more than 350 dental exams for athletes during the Games.

The company equipped the Athens 2004 Polyclinic with state-of-the-art digital medical imaging equipment to keep the Olympic athletes in peak health by helping to diagnose injuries and other medical conditions. Kodak technology enabled radiologists at the Polyclinic to send digital x-rays, CT scans and other medical images and reports to specialists at the ATTIKO University Hospital in metropolitan Athens, which assisted in serving Olympic athletes and officials. Kodak's technology and equipment also made diagnostic images of athletes' injuries instantly available to medical specialists in remote locations, including the athletes' trainers and doctors in their home countries. Kodak also installed a digital medical imaging capture system at KAT Hospital, the largest trauma treatment hospitals in Greece, which also assisted in serving individuals associated with the Olympic Games.

“BECAUSE OUR SYSTEMS ALLOW IMAGES TO BE SENT ELECTRONICALLY TO REMOTE SPECIALISTS, AN INJURED ATHLETE WILL NOT HAVE TO TRAVEL ACROSS TOWN FOR DIAGNOSTIC IMAGING SERVICES. THIS IS KEY, SINCE RAPID DIAGNOSIS AND TREATMENT CAN MEAN THE DIFFERENCE BETWEEN AN ATHLETE RETURNING TO COMPETITION OR HAVING TO DROP OUT OF THE GAMES.” — DAN KERPELMAN, SENIOR VICE PRESIDENT OF KODAK AND PRESIDENT OF KODAK HEALTH IMAGING GROUP



In addition to services for athletes at the Polyclinic, Kodak also placed its consumer photography and imaging products in the hands of Olympic athletes during the Games. The company provided its Picture Maker kiosks in the Olympic Village so that athletes could easily print, share, upload, enhance and store images from their digital cameras and mobile phones. At the Olympic Village's Internet Café, athletes were able to use PC workstations to upload their digital pictures to Kodak's online photo services, allowing them to store and immediately share their pictures with family and friends anywhere in the world.

Olympic sponsors help the Olympic athletes to achieve their goals and enjoy their time at the Games amid the challenges of preparing for and competing in the most significant event of their lives. In making these contributions, Athens 2004 sponsors demonstrated their commitment to the Olympic ideals while leveraging the benefits of placing their products and services in the hands of the world's most elite athletes.

The Coca-Cola Company provided thousands of beverages to refresh the Olympic athletes before and during the Games, including Coca-Cola and its other soft drink brands, Powerade sports drink, Motion fruit juice and Avra water. Furthermore, in partnership with Powerade, the IOC published a detailed "Nutrition for Athletes" guide that was distributed to thousands of athletes and their trainers at Athens 2004. The extensive booklet, prepared by the Nutrition Working Group of the IOC, was a comprehensive, practical guide to eating for health and performance that contained reference material for the serious athlete concerned about the competitive benefits of proper nutrition.

Celebrating its fourth consecutive Olympic Games as a Worldwide Olympic Partner, McDonald's offered one of the most expansive and diverse menus in its history with the Olympic Games to athletes in the Olympic Village. The menu served by the company's Olympic Champion Crew included Premium Salads, Fruit 'n Yogurt Parfaits and fresh apples along with athletes' favorites: the Big Mac™ sandwich, World Famous Fries™, the Egg McMuffin™ sandwich, and Chicken McNuggets™. Working in concert with Dr. Patrick Schamasch, Medical Director of the IOC, a complete nutrition outreach programme was also developed, providing information on McDonald's menu and meal combinations to his network of athletes, coaches and participants in the Athens Games.

The atmosphere at the McDonald's restaurant in the Olympic Village was lively, and the service was outstanding. As an athlete approached the counter dressed in the apparel of his or her national team to order a meal, the international McDonald's crew often applauded and voiced cheers for the athlete's national Olympic team. When an athlete from a crew member's home country approached the counter, the cheers were often even more energetic — an experience that provided the athletes with a familiar taste of home with their McDonald's meals. In turn, some Olympic athletes visited the McDonald's restaurant in the Olympic Village just to meet and talk with crew members from their home countries, providing the McDonald's staffers with the once-in-a-lifetime experience of meeting an Olympic athlete.





The programmes of the Olympic sponsors often help to provide direct support for Olympic athletes in training and competition, as well as to enhance the athletes' Olympic experience. By providing crucial support for training and development or by providing a welcome and enjoyable atmosphere to athletes during the Games, Athens 2004 sponsors developed innovative means to contribute to the greatest achievements in the world of sport.

As many as 9,000 athletes visited the Olympic Rendezvous @ Samsung at the Athens 2004 Olympic Games, a pavilion that the company designed to be the official meeting place for athletes and their families. All Olympic athletes and their family members were invited to attend the impressive OR@S facility at the Athens Olympic Sports Complex to relax, enjoy hospitality and entertainment, experience Samsung's latest wireless telecommunication equipment, and call home. The company estimated that more than 7,500 athletes made free telephone calls to their families back home through Samsung's "Share the Experience Call" programme and sent more than 115,000 e-mail messages and 5,000 text messages from the OR@S facility to friends and loved ones.

The OR@S was the centre of a wide range of other activities designed to entertain spectators and share the Olympic spirit with everyone at the Games. Samsung hosted a series of National Days at the OR@S to celebrate the many cultures that gathered at the Games. The company also auctioned Olympic memorabilia to raise funds for Right To Play, a humanitarian organisation that uses sport and play programmes to encourage the healthy physical, social and emotional development of the world's most underprivileged children. Finally, the OR@S attracted as many as 800,000 visits from Olympic spectators, who got the chance to meet Olympic heroes and heroines in person while also enjoying 96 special events and 375,000 Samsung technology demonstrations. In this way, the company provided consumers with a rare opportunity that closely aligned the Samsung brand and telecommunications equipment with a memorable, once-in-a-lifetime Olympic experience.

"I AM DELIGHTED THAT SO MANY SPECTATORS HAVE CHOSEN TO ENJOY THE MANY EXCITING ACTIVITIES AT OR@S. WE WERE HONOURED WHEN THE OR@S WAS DESIGNATED AS 'THE OFFICIAL MEETING PLACE FOR ATHLETES AND THEIR FAMILIES' AND VERY PLEASED THAT WE HAVE BEEN ABLE TO ASSIST SO MANY ATHLETES AT THE GAMES. AS A SPONSOR OUR AIM IS TO ADD VALUE, AND THE FACT THAT 50% OF VISITORS TO OAKA ALSO CHOOSE TO VISIT OR@S SUGGESTS WE HAVE BEEN DOING THIS VERY SUCCESSFULLY." — MR. IL-HYUNG CHANG, SENIOR VICE PRESIDENT AND CHIEF COMMUNICATIONS OFFICER, SAMSUNG ELECTRONICS CO., LTD

Visa International has provided more than US\$100 million in direct support to Olympic athletes worldwide through their Olympic organisations since the company became a Worldwide Olympic Partner in 1986. Furthermore, Visa USA has provided more than US\$9 million, based on Visa card usage, for the training and development of U.S. Olympic athletes in that time.

Visa has also developed the Team Visa programme, which helps aspiring young Olympic hopefuls pursue their dreams by providing direct financial support for their training expenses and the opportunity to benefit from the Olympic experience of a mentor, a former Olympic great. In partnership with its member banks, the company established Team Visa programmes as an integrated national sponsorship programme in Canada and 10 countries across Europe.

The renowned Team Visa mentors for Athens 2004 — including Sir Steven Redgrave of the UK, Rosa Mota of Portugal, Sara Simeoni of Italy, Heide Ecker Rosendahl of Germany, Panagiotis Giannakis of Greece, and Bruny Surin of Canada — offered insights from their first-hand experiences at the Olympic Games and helped the young Olympians prepare mentally for the biggest challenge of their athletic careers.

"TEAM VISA TAKES OLYMPIC SPONSORSHIP BY THE CANADIAN CORPORATE COMMUNITY TO A NEW LEVEL. WHAT MAKES TEAM VISA SPECIAL IS THE FACT THAT THESE ASPIRING OLYMPIANS HAVE A MENTOR AVAILABLE TO THEM — AN EXPERIENCE I WISH I HAD WHEN I COMPETED INTERNATIONALLY. I WILL ENCOURAGE MEMBERS OF THE TEAM TO MAKE THE MOST OF THIS UNIQUE OPPORTUNITY." — BRUNY SURIN, 1996 OLYMPIC GOLD MEDALLIST AND THE MENTOR OF TEAM VISA CANADA


At Athens 2004, the Visa Olympians Reunion Center brought past and present Olympic athletes together for hospitality and special events during the Games. The Visa Olympians Reunion Center (VORC) provided Olympians with a drop-in meeting place on site at the Olympic Games with live TV feeds of events, refreshments, and assistance with special reunion functions. The Center, which the company called “the most exclusive club in Athens,” saw nearly 5,000 visitors taking advantage of Visa’s hospitality at the VORC from August 11 – 30. More than 750 Olympians from 50 countries used the facility as their base of operations. Located at the historic Athens Tennis Club, The Olympians Reunion Center was founded through a partnership between the IOC, the World Olympians Association and Visa, its founding partner, and run by Visa and the Hellenic Olympic Committee.

“THE VISA OLYMPIANS REUNION CENTER SYMBOLISES VISA’S COMMITMENT TO EVERY OLYMPIC ATHLETE, PAST, PRESENT AND FUTURE. THIS REMARKABLE SETTING PROVIDES A POINT OF CONNECTION FOR ATHLETES FROM OLYMPIC GAMES OF THE PAST AND SIGNIFICANTLY IS STAFFED BY OUR HOSTS, THE HELLENIC OLYMPIANS ASSOCIATION. THE VISA OLYMPIANS REUNION CENTER, THE MOST EXCLUSIVE CLUB IN TOWN, IS NOW AN INSTITUTION THAT OLYMPIANS SEEK OUT EACH GAMES, AND I APPLAUD VISA FOR ITS CREATION AND ITS CONTINUED OPERATION.” — IOC PRESIDENT JACQUES ROGGE

In a localised effort, Panasonic UK directly sponsored seven young British Olympians — gymnast Beth Tweddle, cyclist Jamie Staff, modern pentathlete Kate Allenby, triathlete Jodie Swallow, swimmer Sarah Price, and sailors Joe Glanfield and Nick Rogers. In addition to providing these athletes with financial support, Panasonic also found a way to contribute its own products to help in the athletes’ training. The company contributed Panasonic camcorders, DVD-RAM recorders and SD cards to the athletes so that they could record, review and study their training activities with a goal of continually improving their techniques.

While all Athens 2004 Grand National Sponsors contributed support for the Greek Olympic team, OTE, COSMOTE, and Alpha Bank each sponsored individual Greek athletes and teams.

 OTE and COSMOTE sponsored many Greek Olympians in Weightlifting and across several disciplines in Athletics, as well as the Greek Men’s Olympic Volleyball team.

 Alpha Bank sponsored six top Greek Olympians, including Nikolaos Kaklamanakis, who won a silver medal in Sailing, and Mirela Maniani, who won a bronze medal in the javelin throw at Athens 2004.



Olympic partners have developed creative programmes that benefit Olympic athletes and teams with support for training and development while simultaneously supporting the sponsor's corporate business objectives and enhancing the sponsor's image in communities where it does business.

Through the Team Xerox Olympian Program, created in 1990, U.S. Olympians travel throughout the U.S. to speak at events and fundraisers with business associations, civic organisations and youth groups. Xerox underwrites the athletes' appearances at these events as part of its corporate commitment to supporting local communities and in turn contributes all financial proceeds from the programme to the U.S. Olympic team.

Team Xerox helps to bring the dreams of Olympic athletes into local communities around the country, to support the athletes with funding for training and development, to position Xerox as a company dedicated to supporting the Olympic athletes, and to reinforce Xerox's association with Olympic athletes to the company's business-to-business customers as well as consumers.

At the 2004 Olympic Games, Xerox and the U.S. Olympic Committee co-hosted the 16th Breakfast with the Olympians, gathering more than 20 Olympic athletes together with Xerox customers and employees to celebrate the spirit of the Games. The event, which included sports demonstrations by Olympic athletes as well as a panel discussion with the Olympians, was very successful in demonstrating to employees and customers the company's tradition of support for Olympic athletes.

Sponsors support the Olympic athletes as they train and prepare for the Games. In turn, many athletes work with sponsors to provide inspiration in sponsor programmes, making speeches and lending their personal experiences and achievements to helping the Olympic sponsors meet their goals in business and community outreach.

John Hancock, a Worldwide Olympic Partner, has developed programmes designed to benefit four primary constituencies — sales intermediaries, client and consumer groups, employees and community groups — that allow these groups to touch the magic of the Olympic Games at the global and local level.

Through John Hancock's Olympic Speakers Bureau, Olympians have participated in a variety of local events including corporate trade shows, sales recognition conferences and financial seminars. The company has also implemented an innovative experiential marketing programme called John Hancock Fantasy Day. At these events, the company offers its participants the once-in-a-lifetime chance to share the field of play with Olympians and Olympic hopefuls, testing their own skill in such sports as fencing, archery, beach volleyball, swimming and baseball against that of Olympic athletes.

Through the Olympic Speakers Bureau and Fantasy Day programmes, John Hancock has been able to effectively strengthen business partnerships with a wide network of independent sales intermediaries and build and enhance key client relationships. In addition, these programmes have helped provide important support to athletes worldwide in their training and competition regimens and their ultimate dreams of representing their countries at the Olympic Games.

John Hancock augments its Olympic grassroots marketing initiatives with a multi-city U.S. figure skating tour entitled John Hancock Champions on Ice. The tour, which features many Olympians, serves as an effective platform for building the brand, building relationships, and building business through the identified constituency groups.



As Olympic sponsors incorporate Olympians — and images of Olympians — into their programmes and initiatives, they simultaneously communicate their support for the athletes while conveying powerful, emotive and inspirational messages of achievement and excellence to consumers around the world.

ELTA, the Hellenic Post, a Grand National Sponsor, emphasised its support for the Olympic Games in the minds of the Greek people and all Athens 2004 visitors with a programme directly tied to the success of Greek Olympians — issuing stamps to honour and commemorate Greek medallists.

An hour before midnight on 22 August, Day 9 of the Athens 2004 Olympic Games, Greek gymnast Dimosthenis Tampakos won the gold medal for Men's Rings. Less than 12 hours later, stamps bearing the image of Tampakos, crowned with an olive wreath and celebrating his triumph on the medals podium, were available at venue and city post offices. The stamps were printed at post offices digitally, on-line, thus creating a world first in stamp production technology. By the end of the Games, the Greek Olympic team had won 16 medals — six gold, six silver and four bronze. ELTA later honoured the Greek Olympic medallists in a ceremony organised at the Zappeion Hall soon after the Games.

“THE PERFORMANCE OF THE GREEK ATHLETES EXCEEDED OUR EXPECTATIONS AND THEY REPRESENTED OUR COUNTRY IN THE BEST WAY, BY WINNING OLYMPIC MEDALS AND OFFERING US MANY SPECIAL MOMENTS. WE DEPICTED THEIR OLYMPIC VICTORIES ON STAMPS AND BY THIS UNIQUE WAY WE RECORDED THEM IN HISTORY.” — ANGELOS BRATAKOS, CHAIRMAN OF THE BOARD, ELTA (HELLENIC POST)



PROMOTING THE OLYMPIC IDEALS

COMBINING THE VALUES OF THE OLYMPIC BRAND WITH THE MARKETING POWER OF THE WORLDWIDE AND DOMESTIC OLYMPIC SPONSORS ENSURES THAT THE UNIVERSAL OLYMPIC IDEALS ARE BROUGHT TO THE WORLD.

The Olympic Games offer sponsors a unrivaled brand platform. The Olympic brand values of hope, dreams and inspiration, friendship and fair play, and joy in effort provide Olympic marketing partners with a universal collection of ideals. The relevance of the Olympic ideals to human achievement provides Olympic sponsors with a powerful foundation for building, enhancing and promoting their brands. The Athens 2004 Olympic sponsors communicated their support for the Olympic Games most effectively when they aligned their brands with the Olympic ideals through advertising, marketing activations, consumer programmes and youth initiatives.

Coca-Cola's global advertising campaign for the 2004 Olympic Games was closely linked to the Olympic ideals. Two Olympic-related television advertisements expressed Coca-Cola's connection to the Olympic ideals and positioned the Olympic Games as an ideal celebration of global unity, friendship and peace. In the spot entitled "Why," scenes of Olympic athletes in triumph and defeat and images of Olympic competitors congratulating and consoling each other are intercut with on-screen messages that express Coca-Cola's reasons for supporting the Olympic ideals since 1928. The messages read: "Because we believe we can always do better.... We believe there is only one race.... We believe there are no boundaries.... Because we celebrate the best everyone has inside." In the spot entitled "A Place," images draw an analogy between an ideal world and the Olympic Games, and illustrate how Coca-Cola shares the values of both of these aspirational places.

"THE OLYMPIC GAMES HAVE A HERITAGE OF PERSONAL EXCELLENCE, FAIR PLAY, CULTURAL UNDERSTANDING AND RESPECT FOR HUMANITY, WHICH ARE PERFECTLY ALIGNED WITH KODAK'S CORPORATE VALUES OF INTEGRITY, DIVERSITY, TRUST, RESPECT FOR THE DIGNITY OF EACH INDIVIDUAL, CONTINUAL IMPROVEMENT AND PERSONAL RENEWAL, RECOGNITION AND CELEBRATION." — DANIEL A. CARP, CHAIRMAN AND CEO, EASTMAN KODAK COMPANY

The Olympic ideals of participation and unity were present in Panasonic's "Sharing the Passion" slogan for Athens 2004. The theme emphasises the company's unique way of communicating with consumers through its Olympic partnership, as Panasonic's audio/visual technology brings Olympic spectators and television viewers around the world closer to the excitement of the Olympic Games and the passion of the athletes.

OTE and COSMOTE designed and implemented a consistent and targeted communications and marketing programme under the slogan, "One idea, one team, one voice." A television advertising campaign was rolled out in four spots corresponding to the Olympic sports of Weightlifting, Road Running, High Jump, and the 400m relay in Athletics. Aligning the companies' brand identities with the Olympic ideals, other advertisements promoted the spirit of the Olympic athletes and the Greek Olympic team in particular, in relation to OTE and COSMOTE's corporate spirit, ideals and achievements. Both companies also implemented additional separate corporate campaigns and targeted marketing programmes to create awareness and communicate the Olympic ideals to the public.

Athens 2004 sponsors continued a tradition of building powerful direct and emotive connections with consumers, on the local and global level, by promoting the Olympic ideals through programmes and activities that are relevant to the goals of their own corporate branding initiatives.

In May 2004, McDonald's launched a company-wide initiative called "Go Active!"™ to support balanced, active lifestyles for people of all ages around the world. The effort aligns with the Olympic Movement's goals of promoting sport and encouraging the balance of body, will and mind. More than a programme, Go Active is a brand positioning for McDonald's in promoting healthy lifestyles, a theme for sub-branding all of McDonald's sports sponsorships and fitness education initiatives, as well as a specific set of branded McDonald's activities across all countries in which the company operates.

McDonald's implemented several Go Active activities in conjunction with the 2004 Olympic Games. The company's goactive.com consumer web site developed in partnership with the IOC offers tips and customised approaches for increasing physical activity in everyday life. McDonald's first-ever Go Active Day in Athens focused on the importance of daily fitness and highlighted Go Active stepometers, which promote the benefits of walking for exercise by calculating the number of steps a person takes. As many as 30,000 stepometers were distributed to journalists, trainers, athletes and spectators at the Olympic Games; and a special donation of 25,000 stepometers was also made to the Greek Ministry of Health for the children of Athens. The company distributed more than 30 million stepometers worldwide.

Go Active Ambassadors — including basketball star Yao Ming, tennis champions Venus and Serena Williams, track and field legends Carl Lewis and Jackie Joyner-Kersey, and renowned racewalker Robert Korzeniowski of Poland — comprise a team of world-famous Olympic athletes working in partnership with McDonald's to communicate the importance of active lifestyles through the goactive.com web site and special appearances.



McDonald’s is also the global sponsor of Olympic Day Run and Walk events, a worldwide effort to draw attention to the Olympic ideals and the importance of physical fitness and balanced, active lifestyles. McDonald’s supports the planning and execution of Olympic Day Run events in the 119 countries where it does business. Participation has steadily increased worldwide, and in June 2004 McDonald’s helped to make the Olympic ideals a part of life for more than one million runners and walkers of all ages from around the world.

“THE OLYMPIC GAMES AND THE IDEALS THEY REPRESENT ARE PERFECTLY ALIGNED WITH OUR STRONG COMMITMENT TO HELPING PEOPLE EVERYWHERE LIVE MORE BALANCED, ACTIVE LIVES.” — LARRY LIGHT, EXECUTIVE VICE PRESIDENT AND CHIEF GLOBAL MARKETING OFFICER, MCDONALD’S CORPORATION




In conjunction with the company’s strong focus on community, John Hancock leverages its Olympic sponsorship by developing and supporting outreach programmes that foster the Olympic ideals. The company’s Olympic Spirit programme is a community-based outreach initiative that invites select local youth to special events with featured Olympic medallists. Facilitated by John Hancock employee volunteers who conduct small group discussions with attendees, the programme focuses on how the Olympic ideals have helped the Olympic medallists achieve success in sport and in life.

Participants in John Hancock’s Olympic Spirit programme are also encouraged to apply for the F.L.A.M.E. programme (Finding Leaders Among Minorities Everywhere) conducted by the U.S. Olympic Committee. John Hancock sponsors this interactive five-day programme that brings young people to the Olympic training center in Colorado to participate in a leadership development programme focused on educating and exposing youth to the Olympic ideals. F.L.A.M.E. seeks to enhance the mind, body and spirit by providing minority youth with opportunities for personal growth and role models to emulate. To date John Hancock has sponsored seven youth to participate in the programme.

Samsung invited six winners from the “Share The Olympic Spirit with Samsung” online essay contest to attend the 2004 Olympic Games. The essay contest focused on the power of Olympic athletes to inspire individuals to achieve success in their own lives. Thousands of entrants from France, Germany, Italy, Russia, Spain and the UK wrote essays about who their Olympic heroes were, and why. Focusing on the Olympic ideals, entrants were asked to incorporate the word *goodwill*, *fair play*, *friendship*, *mind* or *effort* into their essays. The six essay contest winners had the opportunity to share in the spirit of Athens 2004 by attending competitions in Volleyball, Beach Volleyball, Basketball, Water Polo and Handball, as well as meeting renowned Olympians during a visit to the Olympic Rendezvous @ Samsung.

“THE OLYMPIC GAMES MEAN A GREAT DEAL TO ME, AND TO HAVE THE OPPORTUNITY TO BE IN ATHENS DURING THIS UNIQUE SPORTING EVENT AND TO ENJOY THE COMPETITION AT FIRST HAND WAS AMAZING. THE WHOLE TRIP WAS A UNIQUE EXPERIENCE, AND I WOULD LIKE TO THANK SAMSUNG FOR MAKING MY DREAMS A REALITY. I REALLY ENJOYED MEETING OLYMPIC HERO, CATHY FREEMAN.” — YVONNE HAUCK OF GERMANY, SAMSUNG ESSAY CONTEST WINNER

Domestic sponsors have a unique opportunity to promote the Olympic ideals through programmes and initiatives for youth within the host country. Fage, an Athens 2004 Grand National Sponsor, developed environmental and education programmes to bring youth in touch with the Olympic ideals, Olympic history, and the principles of education and environmentalism. With its Junior yogurts as a key vehicle, Fage developed programmes for children that ran from 2002 through 2004.

-  In a programme conducted in 2002 called “Junior Wins the Gold Medal for the Protection of the Environment,” young consumers were educated on ways to contribute to the protection of the environment.
-  Through the 2003 initiative called “Junior Educates His Friends about Olympic Sports,” the company educated youth about various Olympic sports.
-  A programme conducted in 2004, entitled “Junior Narrates to His Friends Stories from the Ancient Olympic Games,” offered the youth of Greece the opportunity to learn about the history and myths about the ancient Olympic Games.

The Olympic Games transcend sport, and the Olympic ideals represent universal human values. As the fundamental principles of Olympism exalt the balance of body, will and mind, the Olympic Movement strives to blend sport with culture and education.

Olympic sponsors are partners in the effort to promote the Olympic ideals worldwide, to reinforce the connection between sport and culture, and to create initiatives that demonstrate that the Olympic ideals are relevant in all noble human endeavours. In Athens and around the world, art was an important element in this effort for several Olympic sponsors.



Visa Olympics of the Imagination is an international art competition that teaches children about the Olympic ideals. An integral facet of Visa's public relations efforts, the programme for Athens 2004 challenged school children, age 9 to 13, to use their imaginations to create an original piece of art that represented their interpretation of the theme, "How the Olympic Games Can Help Create a Better Future." More than 650,000 children from 17 countries around the world entered the contest, which was conducted from October 2003 through May 2004.

Visa invited 29 contest finalists to attend the 2004 Olympic Games from Brazil, Canada, China, Greece, Iceland, Italy, Mauritius, Mexico, Norway, Poland, Romania, Russia, Saudi Arabia, South Africa, Turkey, the UK and Ukraine. Accompanied by a parent or guardian, the finalists attended four Olympic events and participated in cultural activities including tours of the Parthenon and Acropolis, as well as visits to the coast and amusement parks. The finalists' art was displayed during the Olympic Games in an exhibit at Polis Park in Athens.

In Athens, Lu Li Han of China was selected as the Grand Prize winner of the Visa Olympics of the Imagination for her piece, "Dance on Staff". She and one of her parents will attend the 2006 Olympic Winter Games in Turin as guests of Visa. Renowned Greek painter Dimitris Koukos selected the Grand Prize winner based on originality, imagination, artistic merit, and the interpretation of the Olympic theme.



Heineken, a Grand National Sponsor of Athens 2004, also spread the meaning of the Olympic Games and the Olympic ideals through art. The company staged touring public exhibitions of a series of 28 Olympic events depicted in original works of art by Greek painter Dimitris Koukos. The paintings highlighted the integral relationship between art and athletics, and conveyed Heineken's enthusiasm for participating in the world's greatest event. Heineken developed the exhibit, which toured across Greece, to provide the public with an opportunity to experience the Olympic ideals of noble competition, winning spirit and virtue through art.

In June 2002, Swatch launched its Kaleidoscope project in Athens. The project invited Olympians, dignitaries, artists, celebrities and students from around the world to create art by arranging Olympic sports equipment and spare parts from Swatch watches on canvas. The project demonstrated Swatch's relationship and commitment to the Olympic Movement and timing excellence, while celebrating the balance between sport and culture.

After a highly successful Kaleidoscope exhibit attracted thousands of visitors, Swatch planned a touring exhibit that would reach cities throughout the world and a silent auction to generate proceeds for a joint effort between UNICEF and the IOC to provide sport opportunities for youth in Rwanda. During the 2004 Olympic Games, the Kaleidoscope exhibit along Lyssiou Street in the Plaka drew visitors from around the world. Kaleidoscope culminated on 10 August at the Swatch Ionic Centre, where Swatch presented UNICEF with US\$200,000 in proceeds from the project.

SHARING THE OLYMPIC SPIRIT

WHEN THEY SHARE WITH THE WORLD THE OLYMPIC SPIRIT OF FRIENDSHIP, SOLIDARITY AND FAIR PLAY, THE OLYMPIC SPONSORS MAKE VITAL CONNECTIONS WITH MILLIONS OF CONSUMERS IN THE HOST CITY AND ACROSS THE GLOBE.

The Olympic spirit is the world's most universal expression of global friendship. By creating programmes that provide opportunities for people to become engaged in the Olympic Games, sponsors communicate their commitment to the enhancing the experiences of consumers around the world.

As the one global event that touches the hearts and minds of four billion people, the Olympic Games provide sponsors with a powerful consumer connection point. As the event that has the greatest power to capture the attention and imagination of an entire host country, the Olympic Games is an unparalleled opportunity to connect the public to products and services in conjunction with a meaningful and positive national endeavour.



Domestic sponsors are in a unique position to fulfill a once-in-a-lifetime opportunity to engage the dynamic spirit of the Olympic Games within the host country. In the lead up to and during the Athens 2004 Olympic Games, Grand National Sponsors leveraged their Olympic investments and generated business results by developing unique programmes that brought the people of Greece — employees, consumers and potential customers — into close contact with the history, tradition and excitement of the Olympic Games.

Alpha Bank's Panorama of Olympic Sports enabled people throughout Greece to share in the spirit of the Games by learning about and participating in Olympic sports. Launched in August 2001, the Panorama toured 64 Greek cities and the largest cities of Cyprus until June 2004. The exhibit included 11 Olympic sports — Baseball, Softball, Badminton, Shooting, Archery, Cycling, Weightlifting, High Jump, Fencing, Taekwondo, and Trampoline — under real conditions, with well-known athletes demonstrating the sports, informing the public about the rules, and encouraging people of all ages to test their own skill. The tour attracted hundreds of thousands of visitors and helped to spread the spirit of the Games throughout Greece in the years prior to the Athens 2004 Olympic Games.

The Panorama of Olympic Sports triggered a surge in subscribers for Alpha Bank credit cards and other products linked with the Olympic Games and enabled Alpha Bank to achieve measurable business results that far exceeded expectations.

“THE SPORTS PROMOTION EVENT HAS ALSO CONTRIBUTED TO SPECTACULAR GROWTH IN ALPHA'S YOUTH BANKING SCHEME, WHICH COVERS SAVINGS ACCOUNTS, INSURANCE, CREDIT CARDS AND LOANS. LAUNCHED A YEAR AGO, IT HAS SIGNED UP 39,000 CUSTOMERS, 40 PER CENT OF WHOM HAD NO PREVIOUS CONNECTION WITH THE BANK.” — FINANCIAL TIMES, 22 JUNE 2004

Alpha Bank also worked in partnership with Visa to offer its Olympic Games Gold Card. In turn, Alpha bank provided ATHOC with 20% of the subscription fee and 0.5% of the value of purchases made with the card. Alpha Bank's Epathlon card — named after the ancient Greek word for a prize in a sports event — was issued in partnership with OTE and its mobile subsidiary COSMOTE, domestic sponsors of Athens 2004. The card offered subscribers a reward equivalent to 0.75% of the value of purchases to be spent on buying services from the three sponsors.



Alpha Bank's Olympic Games Gold Card issued in partnership with Visa attracted more than 110,000 subscriptions by June 2004, against a target of 30,000.



Alpha Bank's Epathlon reward cards attracted more than 120,000 customers by June 2004.

“THE SPONSORSHIP HAS HELPED REJUVENATE THE IMAGE OF GREECE’S LARGEST PRIVATE BANK AND GIVEN IT AN EDGE IN ACQUIRING NEW CUSTOMERS IN AN INCREASINGLY COMPETITIVE MARKET.” — FINANCIAL TIMES, 22 JUNE 2004

In cooperation with the Hellenic Literary and Historical Archives Society, Alpha Bank organised the Olympic Memorabilia 1896 – 1956 travelling exhibition, which toured eight cities in Greece and Cyprus from April 2003 to May 2004. Designed to make the public more familiar with the history of the modern Olympic Games, the exhibition presented examples of the rich visual heritage of the Olympic Games with a series of documents, archive materials and photographs.

Aspiring to promote the spirit of the Olympic Games, OTE and COSMOTE created “Athlopolis”, a state-of-the-art roadshow that invited local and foreign visitors to experience through technology the Olympic Games atmosphere and share the Olympic values of participation, effort and celebration. After completing a three-year long journey in 50 Greek cities, “Athlopolis” landed in Athens and offered a spectacular Olympic tour to all its visitors through the creative use of its high technology applications.

ELTA created a comprehensive Olympic philatelic programme between 2000 and 2004. The programme included 18 stamp issues and 107 designs over that period. Subjects featured on the stamps included the ancient Olympics, Olympic venues, sports and sporting equipment, the Athens 2004 mascots, Olympic city views, modern art and a joint issue co-created with China. ELTA also helped to share the spirit of the Games through these philatelic programmes:

At Olympic venue post offices, ELTA provided Olympic visitors with the opportunity to have a personal stamp created, with one’s own image printed on a stamp that commemorated the Games.

In cooperation with the International Olympic Philatelic Federation, ELTA organised the Olymplex 2004 exhibition — the World Olympic Sports Stamp Exhibition, Coins and Memorabilia — held concurrently with the Olympic Games between 12 – 22 August 2004. Olymplex 2004, part of the Cultural Olympiad, proved once again that philately embraces all nations and cultures in the spirit of the world’s greatest event.

ELTA held a special exhibition from August through October 2004 at the Athens Postal and Philatelic Museum. The exhibit, called “1896 – 2004 Olympic Stamps & Works of Art,” featured the world’s first Olympic stamps from 1896, and contrasted these with the work of contemporary Greek artists featured on the 2004 Olympic Games stamps.



The full scope of the Olympic festival offers sponsors the opportunity to engage the public through support for associated events and programmes that bring the spirit of the Games to places far beyond the host country. Through the Athens 2004 Olympic Torch Relay and other programmes, sponsors touched millions of consumers throughout the world.

The Coca-Cola Company and Samsung presented the Athens 2004 Olympic Torch Relay, the first truly global Olympic torch relay in history, sharing the spirit of the Games with millions of people around the world as the Olympic flame toured 27 countries on all five land masses represented by the Olympic rings — Africa, the Americas, Asia, Europe and Oceania. Both companies contributed not only to the staging of the torch relay, but also to build awareness of and excitement for the event, to involve local residents and community heroes in carrying the flame, and to enhance the experience for the public in each city.

In every international city that the Olympic flame visited, Coca-Cola helped local residents welcome the relay with fan festivities, live entertainment and special video presentations at nightly city celebrations. During the 36 days of the relay, Coca-Cola caravan crews distributed to spectators free beverages and a total of more than one million collectible celebration flags, customised for each date in each relay city.

Coca-Cola and the Athens Organising Committee also worked together to create torchbearer selection programmes to ensure that the vast majority of torchbearer slots were made available to the public. In more than 30 cities around the world, Coca-Cola conducted special selection programmes to enable thousands of inspiring individuals from local communities to participate as torchbearers. Coca-Cola involved local civic leaders in many of its torchbearer selection programmes by inviting mayors, community leaders, artists, and other local dignitaries to serve as jurors in the selection process.



The company made a strong effort to build a connection between the torch relay and local youth in various countries. In Russia, Coca-Cola partnered with the Moscow Education Committee to identify deserving young athletes who would be given the chance to carry an Olympic torch. In Greece, the company created a promotion that offered five groups of Greek young adults the chance to travel to see the torch relay in another city. The “Follow the Flame” contest gave five winners the opportunity to invite four friends to go to Sydney, Beijing, Cairo, New York City or Amsterdam to witness the excitement of the Athens 2004 Olympic Torch Relay.

During the final segment of the relay — a five-week journey through Greece that culminated in the cauldron lighting at the Opening Ceremony — Coca-Cola invited young people throughout the host country to nominate their peers to be Olympic torchbearers as part of an overall focus on youth. Furthermore, some of the escort runners who accompanied the torchbearers along the Greek relay route were selected through Powerade programmes in association with local youth athletic organisations.

Samsung helped to generate publicity and interest in each city on the relay route, organised promotions and media events, recruited local celebrity torchbearers, and staged arrival and departure ceremonies in cooperation with city councils and National Olympic Committees. Samsung also helped to select a number of torchbearers, using a substantial marketing presence to find local individuals who best embody the Olympic ideals in their everyday lives. To share the Olympic experience with the non-torch relay cities, Samsung helped to select 200 torchbearers from Asia, Africa, South America and Central Europe to run on the island of Crete. Representing their respective countries,

these torchbearers brought home the spirit of the Olympic Movement. The company selected Olympic gold medallist Cathy Freeman, Sydney 2000’s final torchbearer and one of Australia’s most admired athletes, to be its first torchbearer for the Athens 2004 Olympic Torch Relay as Samsung’s global athlete ambassador.

Samsung organised celebratory events that paid tribute to the local culture and heritage in each region — large-scale outdoor events, running festivals, road shows, and local community activities such as hospital visits by torchbearers. Through its involvement with the Community Task Force in each city, Samsung built relationships with local government and council officials, law enforcement agencies and emergency services, transport organisations, tourist offices, schools and local media to support torch relay activities.

Presenting the Olympic torch relay provided Coca-Cola and Samsung with meaningful opportunities to demonstrate their support for the Olympic Games and to touch millions of consumers with memorable experiences. The torch relay passed through cities with combined populations of more than 260 million and through countries with combined populations of more than four billion.

Sports Illustrated, a Worldwide Olympic Partner, brought the spirit of the Athens 2004 Olympic Games to the millions of readers of its renowned sports publications. Each week, SI surprises, entertains and informs readers by covering sports with authority, vigor and immediacy. While the company always maintains journalistic integrity in covering the Olympic Games, the spirit of the event was nevertheless captured with vibrant stories and vivid photography in its flagship magazine, *Sports Illustrated*, as well as in *Sports Illustrated For Kids* and on its SI.com web site. In 2004, SI created anticipation for the Games among its readers with its monthly “Inside the Olympics” column, the special Olympic Preview issue, and the Olympic Viewers’ Guide, and followed through with three issues of in-depth Olympic coverage in August. *SI For Kids* provided young readers with profiles of young Olympic athletes and catching-up stories of Olympians from recent Games.




Taking the concept of experiential marketing literally, Swatch brought its “Swatch Experience” interactive programme on a tour of as many as 23 countries and 12 Greek cities. The Swatch Experience let visitors test their skill in six Olympic disciplines — Weightlifting, Rowing, Football, Beach Volleyball, as well as a sprint and the 1,500m race in Athletics — and measure their strength, speed and abilities against those of Olympic athletes. During the Games, the Swatch Experience landed outside the lively Beach Volleyball venue at the Faliron Coastal Zone Olympic Complex, where visitors tested the speed of their serves against those of top Olympic Beach Volleyball players.

Athens 2004 offered Olympic sponsors the opportunity to reach consumers — athletes, spectators and visitors — from around the world with programmes that helped to share the spirit of the Olympic Games festival on site at Olympic sports complexes and throughout the host region. Sponsor programmes at Athens 2004 became a significant part of the Olympic experience for all audiences and helped the sponsors communicate their support for the Games while attracting new customers from around the globe.

During the Games, the Kodak Digital Picture Center in the common domain area of the Athens Olympic Sports Complex helped Olympic spectators capture and share their Olympic memories with friends and family all over the world. At the Digital Picture Center, Olympic spectators previewed, selected and printed their photographs in the sizes and quantities they preferred, downloaded their digital images to Kodak Picture CDs, and uploaded their digital pictures to Kodak's online photo services. Visitors to the Kodak Digital Picture Center also created personal photo pins that put their images on Kodak collectible pins for Athens 2004, creating a unique souvenir of the Games.

Beyond the Digital Picture Center, Kodak Backpackers provided a mobile vending service at the Athens Olympic Sports Complex and the Helliniko Olympic Complex to ensure that no one missed the opportunity to capture the Olympic experience through photography. Kodak also sold film, single-use cameras, batteries and digital camera memory cards at Olympic concession outlets, as well as the Olympic Superstore. Finally, the Kodak Photo Shop in the Olympic Village provided products and services to the Olympic athletes.

Through these programmes, Kodak shared the spirit of the Games while attracting new customers from around the world and generating substantial sales volume:

-  The Kodak Digital Picture Center at the Athens Olympic Sports Complex generated more than 33,000 prints from Olympic visitors' digital cameras and mobile phones during the Games.
-  The Kodak Digital Picture Center sold more than 230 digital cameras.
-  Kodak sold more than 700 digital cameras, 19,000 Kodak PictureMaker kiosk prints, and 8,000 Kodak PictureCDs at the Kodak Photo Shop in the Olympic Village.

Kodak's Olympic sponsorship also achieved one of its key local objectives — to drive broader digital penetration in Greece, especially Kodak PictureMaker kiosks. Starting from a base of zero two years ago, Kodak Greece has placed to date more than 330 Kodak PictureMaker kiosks, including establishing a first-time presence in Germanos consumer electronics stores.

The Faliron Water Plaza — a seaside plaza located at the Faliron Coastal Zone Olympic Complex beside the venues for Olympic Volleyball, Beach Volleyball, Handball, and Taekwondo — hosted entertainment, youth-oriented activities, programmes, events and showcases provided by worldwide and domestic Olympic sponsors Coca-Cola, Alpha Bank, Panasonic, Hyundai, OTE and COSMOTE.

Coke ON Air, a local music and TV show created by Coca-Cola Hellas, gave young people the opportunity to share their experiences of and thoughts about the Olympic Games with TV audiences throughout Greece. Developed in partnership with the television music channel MAD TV and the radio station Village FM, Coke ON Air originated from a specially constructed Coca-Cola television studio at the Water Plaza.

Continuing a tradition that began in 1988, Coca-Cola hosted the official Olympic pin trading site at Athens 2004. The Coca-Cola Official Pin Trading Center offered visitors more than 100 new pin designs to purchase and trade, including Coca-Cola's popular Pin of the Day series.

Coca-Cola Radio provided audiences in the U.S. with the opportunity to hear live interviews and behind-the-scenes accounts of the festivities surrounding Athens 2004 and listen to guest visits by Olympic athletes, officials and other personalities. Top disc jockeys from 21 youth-oriented U.S. radio stations participated in Coca-Cola Radio, originating their programmes from state-of-the-art Coca-Cola Radio broadcast booths at Faliron Water Plaza.

“THE OLYMPIC GAMES AND COCA-COLA SHARE AN AUTHENTIC AND UNIFYING SPIRIT THAT CONNECTS PEOPLE EVERYWHERE. IN ATHENS, WE'RE FOCUSED ON PROVIDING SPECIAL MOMENTS AND EXPERIENCES THAT BRING PEOPLE TOGETHER AND MAKE THEIR WORLD JUST A LITTLE BIT BETTER. AT THE SAME TIME, WE WANT TO BRING FUN AND EXCITEMENT TO THIS GLOBAL CELEBRATION OF HUMANITY, AND TO ENABLE PEOPLE — AND ESPECIALLY YOUTH — TO FEEL THEY ARE PART OF THE OLYMPIC EXPERIENCE.” — SCOTT MCCUNE, VICE PRESIDENT & DIRECTOR, WORLDWIDE SPORTS, ENTERTAINMENT AND LICENSING, COCA-COLA





To enhance the festivities and entertainment at Water Plaza, Panasonic contributed one of its Astrovision large screens to the venue, bringing visitors closer to the excitement of Olympic competition.

Athens 2004 Grand National Sponsors also activated key programmes during the Games at Faliron Water Plaza. The Athlopolis created by OTE and COSMOTE engaged visitors in the spirit of the Games while showcasing the sponsors' telecommunication technology. Alpha Bank's Panorama of Olympic Sports exhibit finished its tour of Greece at the seaside plaza, offering visitors the opportunity to learn about lesser-known events on the Olympic programme. Finally, Hyundai maximised a showcasing opportunity at the Water Plaza to introduce tens of thousands of visitors to its line of vehicles.

The Olympic spirit is relevant far beyond the 17 days of the Olympic Games. Olympic sponsorship has the power to become a significant attribute in a company's overall identity and a substantial element in the corporate culture. The Athens 2004 Olympic sponsors developed important programmes that helped to define their brand, communicate their support for the Olympic Games, increase sales, and enhance employee morale by sharing the Olympic spirit with customers, employees and other constituents locally and around the world.

Xerox developed a comprehensive integrated marketing plan that used the company's Olympic sponsorship as a vehicle for generating business results, with programmes designed to attract customers, increase sales and showcase Xerox technology.

Innovation Changes Your City was a multinational sales programme that integrated the company's Olympic partnership with the theme of innovation in major cities in the U.S., Canada, Mexico, Brazil and throughout Europe.

 In 2004 Xerox staged 131 Innovation Changes Your City events in the U.S. alone.


 The Olympic theme of the programme helped to attract nearly 6,700 customers to the events.


The Xerox Ambassadors of Innovation programme invited innovative Olympians to speak for Xerox and share their Olympic experiences at product announcements, symposia, trades shows, Innovation Changes Your City, and other events.


Xerox also developed key initiatives to involve its employees in the spirit of the Games. In July 2004 the company unveiled a mosaic of 27,000 individual portraits of Xerox employees from more than 60 countries around the world. The mosaic — 115 feet wide and 58 feet tall, covering nearly three sides of Xerox's six-story Athens headquarters — depicted an image of children at play, with the Athens 2004 theme of "Welcome Home" written in English and Greek.

"THE OLYMPIC GAMES SYMBOLISE THE TEAMWORK AND PRIDE THAT UNITE PEOPLE ACROSS THE GLOBE. THE EMPLOYEE MOSAIC CAPTURES THE MESSAGE OF UNITY THAT IS THE CORNERSTONE OF THE OLYMPIC SPIRIT, KEY TO OUR SUCCESS AT XEROX AND CORE TO THE EXPERIENCE WE DELIVER TO OUR CUSTOMERS." — DIANE MCGARRY, CHIEF MARKETING OFFICER, XEROX

One of the most valuable benefits of Visa's Olympic sponsorship is the ability to provide its member banks with opportunities to get involved in the company's Olympic programmes. Visa works with members around the world to directly benefit from this sponsorship by using the Visa Olympic marks, themes and premiums in marketing programmes. The success of Olympic-related programmes by Visa member banks and merchants testifies to the power and appeal of Olympic marketing.

 For the Athens 2004 Olympic Games, 56 countries around the world embracing all six Visa business regions employed marketing campaigns and programmes with an Olympic theme.

 In Europe alone, there were 17 national promotions and a further 70 members participating in Olympic activity. This resulted in more than 43 million pieces of Visa Olympic marketing material being distributed to cardholders.

 During the Games, more than 58,000 merchants in the Attica area and the five other Olympic venue cities embraced the spirit of the Games by displaying 300,000 pieces of Visa point-of-sale material. This helped drive retail business and involve Visa's merchants in the opportunities that the Olympic Games can bring. Throughout the Games, hundreds of retailers contacted Visa to acquire Visa signage and Olympic-branded materials, thereby confirming the efficacy and impact of Visa's promotional efforts.



Delta, an Athens 2004 Grand National Sponsor for milk and ice cream products and one of the largest food manufacturing groups of companies in Greece, developed a system of programmes, events and promotions for customers, retail partners and employees. These activations helped to share the spirit of the Games with all of Delta's constituents.

- Delta's internal activations, which began in 2001 with the signing of the sponsorship agreement with ATHOC, helped to strengthen employee morale, enhance the corporate culture and convey the company's objective's for supporting the Olympic Games.
- Delta distributed its first Olympic pins to all employees to share the vision of the company's Olympic sponsorship and to acknowledge each employee's contribution.
- Delta Ice-Cream S.A. organised an excursion for all employees to Ancient Olympia — including the International Olympic Academy's Conference Centre and Olympia's Archaeological Site — to acknowledge the efforts of all employees, to strengthen the employees' team spirit, and to share with them the significance of sponsoring the Athens 2004 Olympic Games.
- Official Olympic souvenirs were offered to attendees at Delta Ice Cream's New Year and the Secretaries Day celebrations, as well as to the children of employees who attended the company's Christmas Children's Day and summer camps.

From 2001 through the 2004 Olympic Games, Delta developed key programmes to strengthen relationships with business partners, retailers and consumers.

- Delta used Olympic branding on product packaging, created special Olympic sections in the company's *Wonderland Club* children's magazine, and developed special promotions featuring the Athens 2004 mascots, Phevos and Athena.
- In March 2003 Delta offered its retail partners the opportunity to win official Athens 2004 merchandise by reaching key sales targets and keeping their freezers and advertising material in top condition.
- In 2004 Delta offered consumers the chance to win 50 hospitality packages and 1,000 tickets for the 2004 Olympic Games through ice cream purchases.
- In June 2004 Delta staged the Clean Beaches project at 25 selected beaches in the five Olympic cities to raise the citizen environmental awareness and to ensure that the Games would be held in a cleaner Greece.



McDonald's launched one of the most comprehensive global, host country and on-site efforts in the company's 30-year history with the Olympic Games. Activities around the world showcased McDonald's ongoing commitment to balanced, active lifestyles and its support of the spirit and ideals of the Olympic Movement.



For the first time in the history of McDonald's Olympic sponsorship, 100% of its restaurants worldwide activated Olympic promotions. In 2004 McDonald's shared the Olympic spirit with each of the 47 million consumers per day who visit the company's 30,000 restaurants in 119 countries around the world.

- 16 countries throughout Europe, including Greece, featured an exclusive Go Active! Adult Happy Meal programme during the Olympic Games period. The Go Active! Adult Happy Meal included a gourmet salad, a bottle of water, and a stepometer.
- McDonald's Australia offered an Olympic-themed Happy Meal as well as special Olympic-related activities, packaging and restaurant décor.
- McDonald's China offered an Olympic-themed promotion featuring Olympic athlete images and special beverage cups.
- McDonald's USA featured Olympic-themed designs on packaging, trayliners, special menu items and new Olympic advertising.

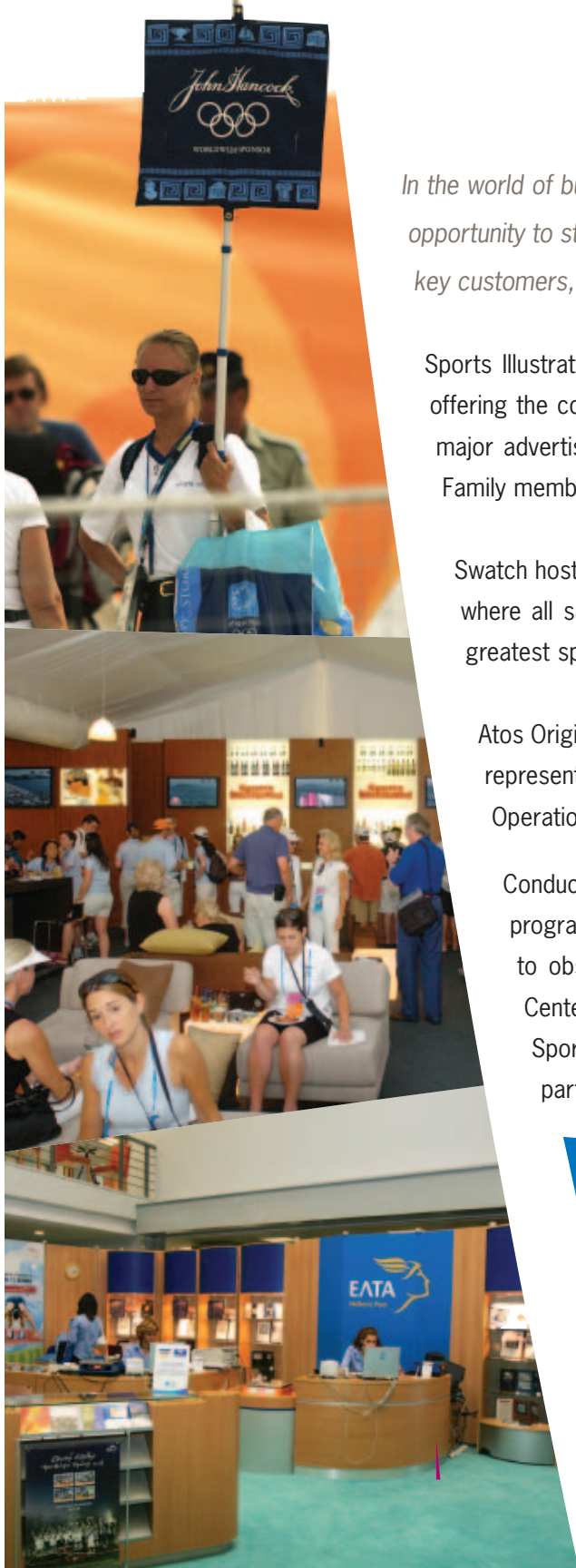
McDonald's celebrated the spirit of the Olympic Games throughout the course of 2004 by implementing an Employee Spirit Campaign to generate awareness and excitement surrounding the company's sponsorship. Global guidelines were provided to countries where McDonald's does business with templates for incorporating the Olympic rings into appropriate vehicles like business cards and company letterhead, as well as raising the Olympic flag at each restaurant. The company also held an inspirational Olympic Spirit Day for employees with legendary Olympian Carl Lewis, and even staged a special employee Olympics prior to the start of the Athens Games.

To share the Olympic experience with its top restaurant employees from around the world, McDonald's brought its Olympic Champion Crew of 400 staff from 35 countries to Greece to help serve athletes, spectators and media at McDonald's Olympic venue sites. The crew, ranging in age from 18 to 65, was selected in recognition of outstanding job performance based on the Olympic values they share with the athletes: teamwork, excellence and personal best. The morning of the Athens 2004 Opening Ceremony, McDonald's held a special skills exhibition to showcase the crew to an audience of worldwide media at the Main Press Center. IOC President Jacques Rogge congratulated the crew on their achievements, and Olympic champions Venus Williams and Janet Evans cheered on the teams as they competed to build the best Big Mac sandwiches.

Several Athens 2004 Grand National Sponsors found key ways to involve employees in the spirit of the Games:

-  Alpha Bank selected 500 of the bank's own staff to participate in the Athens 2004 volunteer programme.
-  More than 500 ELTA employees worked at post offices at the Olympic Village, the Main Press Centre, the International Broadcast Centre, the Athens Olympic Sports Complex common comain, Helliniko common domain, ancient Olympia, and the Olympic Family hotels during the Games. The employees offered a wide range of postal services and Olympic philatelic products to the athletes, the media and the spectators while gaining valuable experience.

John Hancock conducts an on-site hospitality programme at each Olympic Games to host key selling partners and to help showcase the company's strong involvement in the Olympic Movement. To help manage and operate the company's Athens 2004 hospitality programme, John Hancock selected a team of 24 top-performing associates as volunteers. The volunteers were chosen following a highly selective nomination, selection and training process. At the Athens 2004 Olympic Games, they participated in the experience of a lifetime, learning more about the company's vision for its Olympic sponsorship and its associated marketing programmes, and serving as frontline goodwill ambassadors to key constituents and business partners.



In the world of business, Olympic Games hospitality is the invitation of a lifetime. It provides companies with the opportunity to strengthen business relationships by rewarding employees, recognising top salespeople, thanking key customers, and developing new partnerships in an unmatched setting at the world's greatest event.

Sports Illustrated's hospitality programme invited more than 850 guests to the Athens 2004 Olympic Games, offering the company a chance to celebrate its 50th anniversary in a magnificent Olympic setting, to entertain major advertisers, to host Olympians, and to throw four of its renowned Olympic Games parties for Olympic Family members, Olympic sponsors and U.S. Olympians.

Swatch hosted 340 people, including partners, executives and key media at the Athens 2004 Olympic Games, where all saw the company's timing and scoring technology thrive under the toughest tests at the world's greatest sporting event.

Atos Origin, likewise, showed off its technology contribution to nearly 500 hospitality guests, many of whom represented the company's key business-to-business customers, with tours of the Athens 2004 Technology Operations Centre.

Conducted under the theme of "From our Golden Past – to our Brilliant Future," Kodak's hospitality programme offered 600 guests from 36 countries the chance to see Olympic events, of course, but also to observe the company's Olympic Games contributions at work through tours of the Kodak Image Center, the Olympic Polyclinic and the Kodak Digital Stores in the Olympic Village and the Athens Olympic Sports Complex. The experience helped the company strengthen business relationships, cultivate new partnerships, and demonstrate its corporate vision and capabilities to key customers.

- 100% of Kodak's guests rated their experience at the Olympic Games as very good or excellent.*
- 89% said that they gained a better understanding of Kodak's vision of the future.*
- 89% said they became more aware of Kodak's products and services.*
- 97% reported a favorable or very favorable impression of Kodak following Athens 2004.*



CREATING AN OLYMPIC LEGACY

BY CREATING AN OLYMPIC LEGACY OF CIVIC IMPROVEMENT, A CLEANER ENVIRONMENT, COMMUNITY OUTREACH, OR SUPPORT FOR YOUTH, SPONSORS ENABLE THE OLYMPIC SPIRIT TO MOVE THE WORLD FORWARD.

The impact of Olympic sponsor programmes often resonates long after the cauldron is extinguished at the Closing Ceremony. Many Olympic sponsors make contributions that reach beyond the 17 days of the Olympic Games, continuing to enhance the host city's environment or improve the quality of life for its inhabitants. Others create special programmes, make gestures of goodwill, or donate gifts to honour the host city and commemorate the celebration of the Games. Still others reach beyond the host city with enduring reminders of the Olympic spirit that work to better the lives of people in other parts of the world.

The Athens 2004 sponsors, Worldwide Olympic Partners and Grand National Sponsors alike, made significant contributions that will provide a lasting Olympic legacy for Greece and the world. This is a unique phenomenon in the world of sport — a testament to the Olympic values and the sponsors that uphold them.

The Olympic Movement has long sought to ensure that the Olympic Games demonstrate a responsible concern for the natural environment, so that the event leaves its surroundings cleaner than it found them. Throughout the past decade, the International Olympic Committee has regarded the environment to be the third dimension of Olympism, alongside sport and culture. In that spirit, the Athens 2004 Olympic sponsors created a legacy of environmental awareness and conservation efforts.

Before the Games, Coca-Cola Hellas, the Athens Organising Committee and the United Nations Environment Programme collaborated on an advertising campaign to raise local awareness of the need to protect the Greek environment during the Olympic Games. The campaign also served to familiarise residents with the Athens Organising Committee's dual-bin recycling programmes for beverage containers and waste materials in Olympic venue areas.

Coca-Cola placed a copper olive tree sculpture representing the values of the Athens 2004 Olympic Games in Faliron Water Plaza. During the Games, Athenians, Olympic visitors, Olympic officials and others were invited to add personalised bronze leaves to the olive tree sculpture to complete the monument. Coca-Cola donated the completed monument, called "Olive Tree, the Tree of Athens," created by Aggelos Panagiotides, to the city of Athens as part of the environmental legacy of Athens 2004.

Kodak established and managed the first-ever battery recycling programme at the Olympic Games, designed specifically to minimise the overall environmental impact of the Olympic Games and the influx of hundreds of thousands of visitors to the city of Athens. Kodak organised and operated a recycling programme for the collection and proper handling of used batteries, with collection boxes at all of the company's retail sites at the Athens 2004 venues. Schenker A.E., an official provider for Athens 2004, transported the collected batteries to approved facilities for ultimate disposition. Providing an environmentally sound approach for disposing of the thousands of batteries visitors used during the event, the programme ran for the duration of the Games and ultimately collected and recycled more than a cubic ton of used batteries — enough to encircle the track at the Olympic stadium 12 times.

Sponsor products and services are often part of the Olympic Games legacy, as they can provide improved infrastructure and advanced technology within the host country for years to come.

In addition to Kodak's environmental efforts, the company also will leave a technological legacy to Athens with its digital medical imaging equipment. The vast majority of digital imaging equipment and applications that Kodak contributed to the Olympic Polyclinic before the Games was purchased by ATHOC and donated to that medical facility. It is not only a testament to the high quality of Kodak's technology, but also an important contribution to the advancement of the healthcare industry in Greece.

“FOR THE GREEK HEALTHCARE COMMUNITY, THIS WILL PROBABLY BE THE MOST SIGNIFICANT INTRODUCTION OF TECHNOLOGY THIS MARKET HAS EVER SEEN.... THE FACT THAT THE ORGANISING COMMITTEE IS PURCHASING MOST OF IT AS A LEGACY TO THE GAMES WILL AFFECT VERY POSITIVELY THE GREEK HEALTHCARE SYSTEM FOR YEARS TO COME.” — GREG WALKER, DIRECTOR & DIVISIONAL VICE PRESIDENT, ALLIANCE & PRESENCE MARKETING, KODAK

Grand National Sponsors OTE, COSMOTE and OTEnet have ensured that nearly 80% of the telecommunications infrastructure and networks that the companies provided for the Athens 2004 Olympic Games will remain in place and in use after the Games. This contribution provided flawless communications at peak times during the Athens 2004 Olympic Games for Athenians as well as millions of additional visitors, including spectators, officials, staff, volunteers and athletes, all of whom relied heavily on telecommunications to make things happen. It is a legacy that has significantly upgraded and will continue to enhance the quality of telecommunications services throughout Athens for many years to come.

In the spirit of the Olympic Games, sponsors created legacy programmes to honour the host city and to commemorate Athens 2004 with gifts to better the lives of those in need.

To provide a meaningful legacy to the city of Athens in the spirit of the Olympic Games, the McDonald's Corporation and Ronald McDonald House Charities made their first-ever donation of a playroom at Pendeli Pediatric Hospital in Athens. The Ronald McDonald Open Arms

Playroom, donated for use by the hospital's young patients and their families, was opened on 26 August, during the 2004 Olympic Games. Ronald McDonald House Charities creates, finds and supports programmes that directly improve the health and well being of children worldwide. Anichti Agalia, a Greek charitable organisation, will manage the playroom at Pendeli Hospital.

“MCDONALD'S HAS A LONG HISTORY OF GIVING BACK TO THE COMMUNITIES IN WHICH WE DO BUSINESS. THIS PLAYROOM WILL SERVE AS A LEGACY, CELEBRATING THE GOODWILL BROUGHT ABOUT DURING THE ATHENS 2004 OLYMPIC GAMES.” — ILIAS MALAMAS, MANAGING DIRECTOR, MCDONALD'S HELLAS

While most Olympic legacy programmes leave a lasting impact upon the host city or nation, Swatch created a legacy for another part of the world with its Kaleidoscope project. As Swatch provided US\$200,000 to UNICEF, that organisation in turn will use those proceeds in Rwanda for peace education and HIV/AIDS prevention, as part of its sports for development programmes. These UNICEF programmes — created in partnership with the International Olympic Committee, the Athens Organising Committee, Right To Play and International Sports Federations — are intended to promote sport, recreation and play as a means of achieving greater health, equality and peace for all.



ATHENS 2004 OLYMPIC BROADCAST

OLYMPIC BROADCAST ESTABLISHES GLOBAL VIEWING RECORDS

The global broadcast of the Athens 2004 Olympic Games was the strongest in Olympic history, as record levels of dedicated coverage reached an unprecedented global audience. More than 300 television channels provided 35,000 hours of dedicated Olympic Games coverage over 17 days, delivering images from Athens 2004 to an unduplicated audience of 3.9 billion people in 220 countries and territories.

A dramatic increase in live and prime-time Olympic coverage and a substantial increase in around-the-clock coverage in key markets enhanced the Olympic experience for a global audience of television viewers and made the Athens 2004 Olympic Games a significant part of peoples lives.

The Athens 2004 Olympic Games broadcast set a new standard with the extent of the unbiased feed of sport and ceremony images, the integration of the Look of the Games, and advancements in technology. Athens Olympic Broadcasting (AOB), the host broadcaster, provided a record unbiased feed of 3,800 hours of sport and ceremony images to Olympic broadcast partners from around the world — all in high-definition for the first time in Olympic Games broadcasting history.



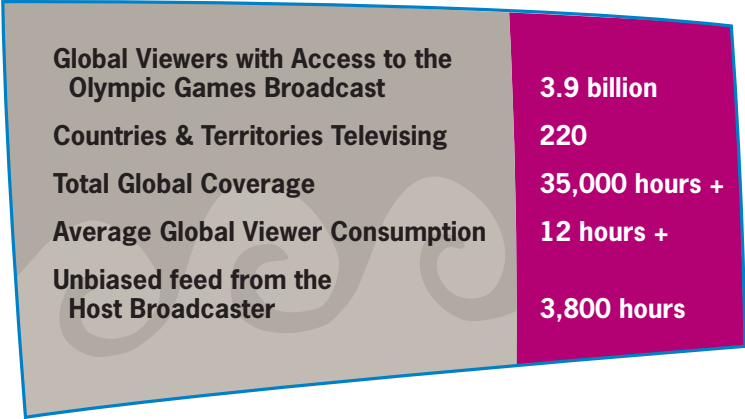
The organisation's extensive collaboration with the IOC and ATHOC resulted in a high-quality production that integrated the Look of the Games better than ever before, creating immediate recognition of the Olympic broadcast for viewers around the world and providing broadcasters with visually spectacular images from the Games.

IOC Television Policy & Broadcast Partnerships

The fundamental IOC television policy as set forth in the Olympic Charter is to ensure maximum presentation of the Olympic Games to the world. To ensure the widest possible television audience for the Olympic Games, Olympic broadcast rights are sold to broadcast networks that can guarantee the broadest free-to-air coverage throughout their respective territories. The Olympic Games are one of the only remaining major events in the world to maintain such a policy.

The IOC's long-term broadcast partnerships are established in large measure to maintain this policy and to ensure consistent and continually improved quality in Olympic television programming. The Athens 2004 Olympic broadcast partners provided programming of remarkable quality and powerful visual impact through their experience, production expertise, and skillful integration of the Look and of Games. The 2004 Olympic Games, in turn, provided historic moments in sport that resulted in a positive return on investment for, and high satisfaction among, the Olympic broadcast partners worldwide.

Athens 2004 Broadcast Facts



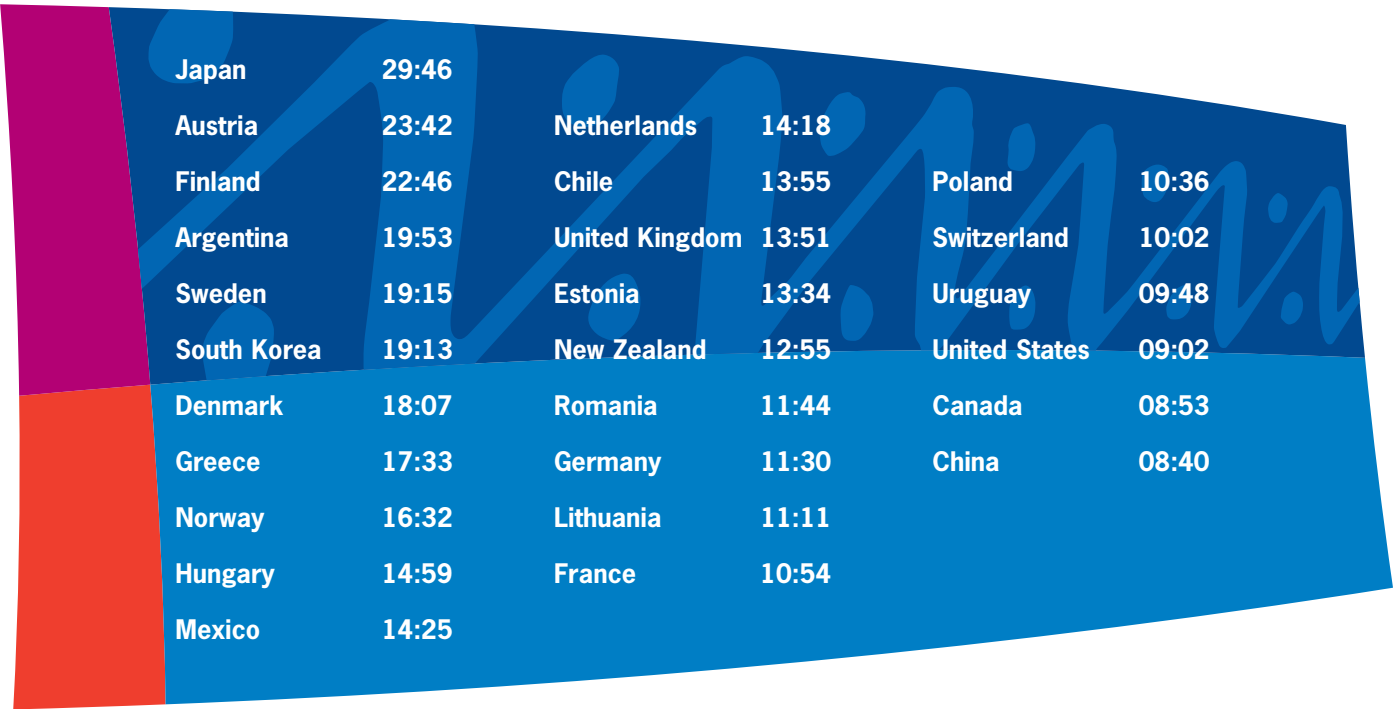
“ATHENS HAS SET A NEW BENCHMARK WITH THE HIGHEST AUDIENCE, IMAGES OF SPECTACULAR QUALITY, EXPANDED COVERAGE OF SPORT, NEW TECHNOLOGIES AND, I AM DELIGHTED TO SAY, A HIGH LEVEL OF SATISFACTION AMONGST OUR RIGHTS-HOLDING BROADCAST PARTNERS.” — IOC PRESIDENT JACQUES ROGGE

Increased Audience

Athens 2004 captured the world's attention and testified to the ever-increasing global appeal of the Olympic Games broadcast. An unduplicated audience of 3.9 billion television viewers in 220 countries and territories had access to the Athens 2004 Olympic Games broadcast, marking a significant increase over the previous Olympic broadcast record of 3.6 billion viewers with access to Sydney 2000. Each television viewer worldwide watched an average of 12 hours of Olympic Games coverage on television over the 17 days of the Olympic Games.

Who Watched the Most?

Country/Average Consumption per TV Viewer



Viewers in as many as 26 countries consumed more than 8 hours 30 minutes of Athens 2004 Olympic Games coverage.

Despite unfavourable time zone differences, the Athens 2004 Olympic broadcast recorded substantial viewer hours in Asia, as well as throughout continents with rapidly developing interest in the Olympic Games such as Africa and Central and South America.



Expanded Coverage

The Olympic broadcast partners maximised the appeal of the Athens 2004 Olympic Games broadcast by providing unprecedented levels of coverage of sports and ceremonies. Dedicated coverage of the Athens 2004 Olympic Games reached a worldwide total of well over 35,000 hours, marking approximately a 24% increase over the previous record of 29,600 hours established for Sydney 2000.

Televisions viewers around the world shared the Athens 2004 Olympic Games experience in immediate and powerful ways, as the Olympic broadcast partners provided increased live and prime-time programming.

- Prime-time coverage of Athens 2004 marked a 55% increase over Sydney 2000.
- 20% of Athens 2004 coverage occurred in prime time, compared to 13% of Sydney 2000 coverage airing in prime time.
- In Europe, North America and Oceania, prime-time coverage accounted for more than 20% of all Olympic programming.

The Olympic broadcast partners provided television viewers around the world with a comprehensive view of the Athens 2004 experience. In several markets, viewers benefited from increased diversity of choice in available Olympic programming as well as broader sports coverage.

- Several satellite and cable channels devoted their entire programming to 24-hour per day coverage of Athens 2004.
- A number of Olympic broadcast partners offered Olympic coverage on dedicated channels 24 hours per day for 17 days.



Expanded coverage, including prime-time and live coverage, resulted in increased total viewer hours:

- Viewer hours in Europe increased by 50%, pushed by higher levels of coverage, greater audiences and more prime-time coverage.
- Greater coverage of more sports in North America elevated interest in the Olympic Games and drove viewer hours up by 13%.
- In Asia 41% of the total viewer hours were generated from prime-time coverage.

Enhanced Programming

The Athens 2004 Olympic Games broadcast brought several technological firsts that provided audiences with increased access and enhanced enjoyment of the Games.

- Several broadcasters enhanced viewer choice by providing extended coverage on digital and interactive channels.
- Broadcasters in certain countries used 3G technology to make streaming video and highlight clips of the Athens 2004 Olympic Games available through mobile phone handsets.
- Broadcasters in several markets offered streaming video via the Internet and dedicated Olympic web sites.
- For the first time in summer Olympic history, the host broadcaster provided the live feed of Olympic Games competitions and ceremonies in HDTV (high-definition television).

Universal Appeal & Significant Youth Interest

The Olympic Games historically have defied conventional sports broadcasting demographics, appealing equally to men and women across many cultures. The Athens 2004 Olympic Games broadcast continued this trend, while also attracting significant audiences from younger segments of the viewing population.

- In Central and South America, the Athens 2004 Olympic Games broadcast attracted a young television audience, as 48% of viewers in these regions were under the age of 35.
- In Europe, viewers between the age of 16 and 45 represented 36% of the Olympic Games broadcast audience.
- In Asia, viewers under the age of 45 represented 46% of the total audience for the Athens 2004 Olympic Games broadcast.
- In Europe, male viewers comprised 54% of the television audience, and women represented 46%.
- In Asia, the female viewing audience exceeded the male, as women and men accounted for 51% and 49% of the audience, respectively.



EUROPE

The Athens 2004 Olympic broadcast was an incredible success across Europe. Television coverage of Athens 2004 marked an increase of 15% over Sydney 2000, while viewer hours rose a staggering 50% over the previous Olympic Games as European viewers watched an average of 14 hours of the Athens 2004 broadcast coverage.

Pan Europe

Eurosport recorded its best Olympic Games broadcast ever. The pan-European sports channel provided coverage of Athens 2004 in 19 languages to 54 countries. European audiences logged more than 350 million viewer hours from Eurosport — in addition to the coverage that was made available by their national broadcasters.

France

The Athens 2004 broadcast was enormously successful in France, where each viewer watched an average of more than 17 hours of dedicated Olympic programming. These results mark a 64% increase in total viewer hours over Sydney 2000. More than 100 hours of Olympic programming were broadcast in prime time.

Germany

Viewers in Germany consumed 11.5 hours of Athens 2004 Olympic coverage compared to seven hours for Sydney 2000, increasing total viewer hours by 70%. Olympic broadcasters ZDF and ARD televised 16 hours of Olympic coverage each day, with four digital channels offering around-the-clock programming. ZDF's coverage of the Athens 2004 Opening Ceremony attracted more than three times the viewership of the Sydney 2000 Opening Ceremony, with an average broadcast audience of 12.95 million that resulted in a viewing share of nearly 50%.

Greece

The Olympic broadcast partner in the Athens 2004 host country, ERT, dedicated three television channels to Olympic coverage 24 hours per day. As the spirit of the Games gripped the host country, Greece's 9.2 million television viewers consumed an average of 17.5 hours of coverage.

Spain

The Athens 2004 Olympic Games marked a great increase in popularity in Spain, with viewer hours rising by more than 40% over the Sydney 2000 broadcast. Television viewers in Spain consumed more than eight hours of Athens 2004 Olympic coverage, marking an increase of two hours over the Sydney 2000 broadcast.

United Kingdom

Television viewers in Great Britain consumed an average of more than 13 hours of Athens 2004 coverage, registering an increase of more than 40% over viewing levels from Sydney 2000. A total of 8.96 million viewers also benefited from the BBC’s digital interactive service, which offered five times as much choice of sports programming as previous Olympic Games coverage. Coverage of the Athens 2004 Opening Ceremony in the UK attracted an audience of 8.6 million and a 38.1% share, greatly surpassing the Sydney 2000 Opening Ceremony audience of 3.5 million viewers. A peak audience of 11.7 million viewers tuned in to watch Kelly Holmes go for her second gold medal of the Games in the 1,500 metres.

Italy

Olympic broadcaster RAI recorded one Italy’s most successful Olympic Games broadcasts ever. While the broadcaster provided 307 hours of Athens 2004 coverage, audiences watched an average of 14 hours of Olympic programming and registered a total of 788 million viewer hours.

THE AMERICAS

The Athens 2004 Olympic broadcast was a tremendous success from North to South America, as unprecedented levels of Olympic coverage dominated television for 17 straight days in the United States and ratings skyrocketed in the nations of Brazil, Chile and Argentina in support of the achievements of their Olympic athletes.

United States

Olympic broadcast partner NBC attracted an unduplicated audience of 203 million viewers, the most for any Olympic Games held outside the United States. NBC’s prime-time coverage dominated the competition, winning all 101 half-hours in prime time over the course of 17 nights. Prime-time Athens 2004 broadcasts in the U.S. averaged 24.6 million viewers, a 14% increase from Sydney 2000’s 21.5 million.

NBC’s unprecedented 24-hour coverage of the Athens 2004 Olympic Games totaled 1,210 hours on seven NBC platforms — NBC, MSNBC, CNBC, USA, Bravo, Telemundo and NBC HDTV affiliates — offering more Olympic coverage than the combined total from the last five previous Olympic Games. NBC’s cable channels attracted more than 60 million additional viewers, and data from the first three days of cable coverage indicated that 54% of viewers on the CNBC and Bravo cable channels switched directly to NBC’s prime-time telecasts at 8 p.m.

“WE GAVE THE VIEWERS WHAT THEY WANTED: MORE COVERAGE OF MORE SPORTS, ELEVATING INTEREST IN THE OLYMPICS AND DRIVING MILLIONS TO OUR PRIMETIME COVERAGE IN THE PROCESS.... CONSIDERING THE AVERAGE HOUSEHOLD HAS 25 MORE CHANNELS TO CHOOSE FROM THAN IT DID IN 2000, INCREASING VIEWERSHIP BY A DOUBLE-DIGIT PERCENTAGE OVER SYDNEY IS TRULY REMARKABLE.” — DICK EBERSOL, CHAIRMAN, NBC UNIVERSAL SPORTS & OLYMPICS

Canada

Each Canadian consumed nine hours of Olympic coverage as daily audiences increased 6% compared with Sydney. A cumulative peak audience of 3.6 million viewers watched coverage of the Opening Ceremony.

Mexico

Strong enthusiasm for the Olympic Games in Mexico resulted in television viewers consuming more than 14 hours of Athens 2004 Olympic coverage on two channels.

Argentina

Driven by Argentina’s success in Olympic football and basketball competitions, Athens 2004 viewer hours soared above levels from Sydney 2000. One third of the population watched the Men’s Basketball final on television, marking a staggering 80% share of the television audience at that time.

Brazil

In Brazil, an audience of nearly 160 million people consumed an average of more than 4.5 hours of Olympic coverage. More than 20 million viewers — more than 70% of the television audience — tuned in to watch Brazil win the gold medal in Men’s Volleyball. Globosat dedicated one channel to exclusive sport coverage of the Brazilian Olympic team.

Chile

As Chile won its first Olympic gold medal in the Men’s Tennis singles final, the broadcast attracted a staggering peak TV rating of 63%.



ASIA

Viewing in Asia was significant despite an unfavourable time zone. Asian viewers watched an average of 11 hours of coverage, and prime-time coverage was responsible for over 40% of the total viewer hours.

China

As China celebrated its greatest Olympic Games medal haul ever at Athens 2004, television audiences logged nine billion viewer hours. Viewers watched an average of more than eight hours of Olympic coverage, maximizing the choice provided by dedicated around-the-clock Olympic coverage. More than 53 hours of prime-time coverage in China attracted an average audience of 85 million viewers. (This data is known to be conservative, as additional coverage was provided on sub-licensed channels.) In China, the Athens 2004 Closing Ceremony attracted 52.6 million viewers, significantly more than the Opening Ceremony’s 32.9 million viewers — likely due to high interest in the passing of the Olympic flag from Athens to Beijing in anticipation of the 2008 Olympic Games.

Japan

Television viewers in Japan consumed a staggering 29 hours of Athens 2004 coverage, as the country’s Olympic team performed remarkably to finish fifth in the overall medal count. Olympic broadcasters in Japan dedicated more than 700 hours to coverage of the Athens 2004 Olympic Games, doubling the coverage levels from Sydney 2000.

South Korea

Viewer hours in South Korea reached over 887 million, marking a staggering increase of 43% over Sydney 2000. Live coverage of the Opening Ceremony attracted 94% of the total television audience, and over the course of the Games each viewer in South Korea consumed an average of more than 19 hours of Olympic coverage.

OCEANIA

Following the great success of Sydney 2000, television viewers in Oceania continue to demonstrate an unquenchable thirst for sport and enthusiasm for the Olympic Games.

Australia

For the first time in Australian Olympic history two free to air broadcasters provided coverage of the Games. The success of the Australian Olympic team at Athens 2004 captivated the Australian population, as each viewer consumed an average of nearly 24 hours of Olympic coverage over the 17 days of the Games.

New Zealand

New Zealand generated nearly 50 million viewer hours, as each viewer watched an average of more than 12 hours of Athens 2004 Olympic action.

AFRICA

Supersport provided coverage of the Athens 2004 Olympic Games on seven dedicated channels, offering viewers in South Africa the chance to see all 301 Olympic medal events. With coverage also provided by the national broadcaster, SABC, viewers in South Africa consumed an average of more than 7 hours of Olympic coverage.

Note: *Sports Marketing Surveys conducted global Olympic Games broadcast research on behalf of the International Olympic Committee. This report is based on conservative data, as out-of-home viewing, non-rights holding broadcast and news coverage of the Athens 2004 Olympic Games are not included. Facts and figures about the Athens 2004 Olympic Games broadcast presented in this document are compiled from initial findings that the Olympic broadcast partners in metered markets made available by the time of publication. Due to reporting schedules, this document cannot include full, final data about the Olympic Games broadcast from all metered and unmetered markets around the world. Final Athens 2004 Olympic broadcast reports will be available on the IOC web site, www.olympic.org.*



Record Broadcast Revenue Support for the Olympic Games

The Athens 2004 Olympic broadcast partners provided unprecedented levels of support for the Olympic Movement and the staging of the 2004 Olympic Games. The Athens 2004 Olympic Games broadcast generated US\$1,476.9 million in rights fees revenue. The IOC contributed US\$723.6 million in broadcast revenue — or 49% of the total — to the Athens Organising Committee to support the staging of the Olympic Games. The remaining 51% of 2004 Olympic broadcast revenue will be distributed throughout the Olympic Movement to the International Federations of Olympic sports (IFs), the National Olympic Committees (NOCs) through Olympic Solidarity, and the IOC.

Total Broadcast Revenue Generated	US\$1,476,911,634
Broadcast Contribution to ATHOC	US\$723,686,700

Athens 2004 Olympic Broadcast Partners and Rights Fees

Country / Territory	Broadcaster	Rights Fee
United States	National Broadcasting Company (NBC)	US\$793.0 million
Canada	Canadian Broadcasting Corporation (CBC)	US\$37.0 million
Latin America	Organización de la Televisión Iberoamericana (OTI)	US\$17.0 million
Puerto Rico	Telemundo of Puerto Rico (WKAQ)	US\$1.25 million
Caribbean	Caribbean Broadcasting Union (CBU)	US\$350,000
Asia-Pacific	Asia-Pacific Broadcasting Union (ABU)	US\$14.5 million
Japan	The Athens Olympic Japan Consortium (AOJC)	US\$155.0 million
Arab States	Arab States Broadcasting Union (ASBU)	US\$5.5 million
Chinese Taipei	Chinese Taipei Athens Pool (CTAP)	US\$3.65 million
Korea	Athens Olympic Korea Pool (AOKP)	US\$15.5 million
Europe	European Broadcasting Union (EBU)	US\$394.0 million
Australia	Seven Network (Seven)	US\$50.5 million
New Zealand	TV New Zealand (TVNZ)	US\$3.5 million
Africa	Union of Radio & Television Nations of Africa (URTNA)	N/A
	South African Broadcasting Corporation (SABC)	US\$9.25 million
	Supersport International (SSI)	US\$3.0 million
TOTAL ATHENS 2004 OLYMPIC BROADCAST REVENUE		US\$1,476,911,634

ATHENS 2004 OLYMPIC GAMES TICKETS

Athens 2004 spectators witnessed the pinnacle of sport in a magnificent setting, as the Athens 2004 Olympic Games competitions were staged throughout Attica — in the center of Athens and along the Aegean seaside — as well as in Thessaloniki, Volos, Heraklio, Patras and Olympia.

Spectators flocked to the ancient fields of Olympia, lined the road from Marathon, filled the ancient Panathinaiko Stadium, and marveled at the engineering mastery of the new Olympic Stadium. They witnessed road races around the majestic Acropolis, viewed the triathlon along the picturesque coastline of Voulaigmeni, and experienced the vital atmosphere of Faliro. In the midst of the ancient and the modern, the Athens 2004 Olympic Games provided spectators with an unforgettable experience.

Athens 2004 made available a total of more than 5.3 million Olympic Games ceremony and competition tickets. The Organising Committee also developed a ticketing programme and pricing plan designed to best ensure that all members of the public in all socio-economic groups would be able to experience the Athens 2004 Olympic Games.




The average Athens 2004 ticket price was 34% cheaper than the average Sydney 2000 ticket price.

- 

Ceremony ticket prices ranged from 50 to 950
- 

55% of the tickets were priced at less than 20
- 

Sports ticket prices ranged from 10 to 300
- 

68% of the tickets were priced between 10 and 30
- 

38% of the tickets were priced between 10 or 15

“GREECE GAVE THE WORLD TWO MAGNIFICENT WEEKS OF SPORT.”
— THE TIMES (UNITED KINGDOM)

Staged in the smallest country ever to host the Olympic Games, Athens 2004 surpassed ticketing revenue targets and established a per capita record for Olympic sport and ceremony ticket sales.



Day 3: Athens Eclipses Seoul and Barcelona

On August 16, Athens 2004 eclipsed Seoul 1988 and Barcelona 1992 in the total number of ticket sold. Throughout the remainder of the Athens 2004 Olympic Games, spectators purchased an additional 500,000 tickets. Athens 2004 ticket sales ultimately reached 3,581,080.

Day 4: Athens Surpasses Revenue Target

On August 17, Athens 2004 tickets sales surpassed the Organising Committee’s revenue target of 183 million. Ticket sales ultimately generated 202.5 million, providing substantial support the staging of the Olympic Games.

“EFHARISTO, ATHENS, FOR ARCHITECTURAL MASTERPIECES OF STADIUMS AND ARENAS THAT SHOWCASED RECORD PERFORMANCES.” — ASSOCIATED PRESS

Athens 2004 Tickets Sold	3,581,080
Athens 2004 Ticketing Revenue	202.5 million

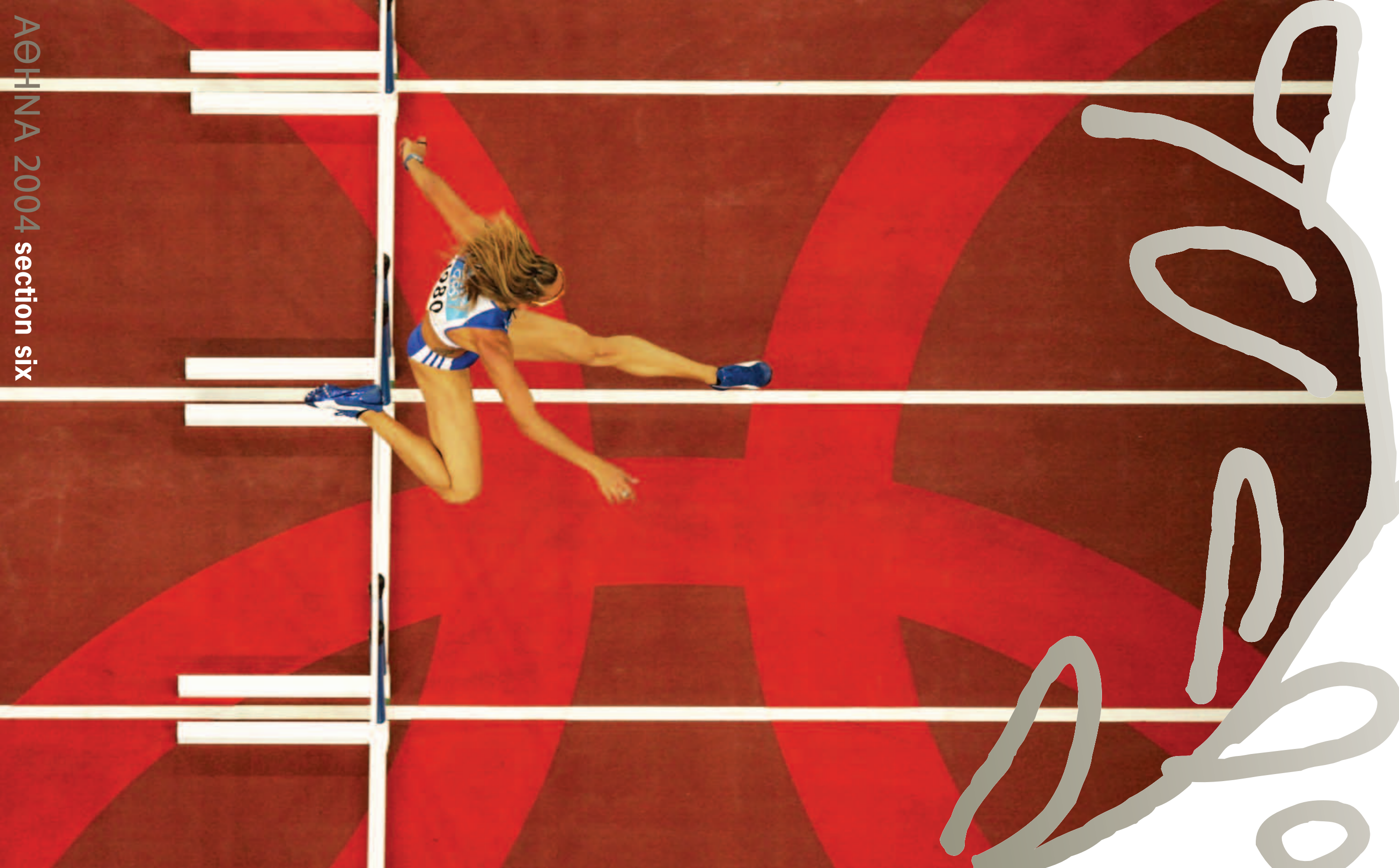


ATHENS 2004 MERCHANDISE

The Athens 2004 licensing programme was a tremendous success within Greece and around the world. The powerful programme offered a highly select group of licensees the opportunity to provide consumers with a wide range of merchandise designed to convey the image of Olympic Movement, express the core values of Athens 2004, and commemorate the Olympic Games experience.

Athens 2004 Olympic Games merchandise of high quality and modern design was produced and distributed by designated licensees appointed through tenders according to European Union regulations. The range of apparel, distinctive products and commemorative souvenirs was extremely popular among Greek consumers, international visitors and fans of the Olympic Games from around the world.

The Athens 2004 licensing programme included a select group of 19 domestic licensees, two international licensees and two sponsors that produced a range of approximately 4,000 distinct products that carried the Athens 2004 Olympic Games emblem, design elements, pictograms and mascots.



ATHENS 2004 LICENSING SUCCESS

In a nation of fewer than 11 million people, the Athens 2004 Olympic Games licensing programme generated retail sales of more than 530.2 million. More than 120% of the forecasted wholesale and respective revenues were achieved during the first phase of the programme. The programme is ultimately expected to generate royalty revenue of 86 million — 26% higher than the original revenue target — providing substantial support for the Greek Olympic team and the staging of the Athens 2004 Olympic Games.

Athens 2004 Olympic merchandise was available at more than 10,000 points of sale within Greece alone. Through an international licensing programme, official Athens 2004 merchandise was also made available in Belgium, Cyprus, Canada, Japan, Switzerland and the United States. ATHOC also established licensing agreements with the National Olympic Committees in 13 countries.

Athens 2004 Licensing Facts

Number of Athens 2004 Products on Market	4,000
Points of Sale Within Greece	10,000
Total Retail Turnover of Athens 2004 Merchandise	530.2 million
Actual Athens 2004 Licensing Revenue Total	86 million (projected)*
Number of Domestic Licensees Producing Athens 2004 Merchandise	19
International Licensees Producing Athens 2004 Merchandise	EMI, ISM
Sponsors Producing Athens 2004 Merchandise	Elta, Swatch




* At the time this report was published, the final Athens 2004 licensing revenue figure had not been determined.

Athens 2004 Licensing: Development & Management

Athens 2004 developed and managed the licensing programme effectively to provide powerful business opportunities for licensees, to steadily introduce new products into the marketplace, and to gradually build consumer interest in official Olympic Games merchandise in the years leading up to the Games.



The fundamental management goals of the Athens 2004 licensing programme were:

-  To establish associations with a select group of licensees to ensure quality products and to ease the process of managing the programme
-  To encourage domestic sponsors to purchase premium products from the official licensees
-  To manage the programme effectively to avoid conflicts among licensees

With the launch of the Athens 2004 marketing programme in May 2000, ATHOC created a powerful licensing programme that would be developed over a series of phases through the lead up to the Olympic Games.

During the first phase of the Athens 2004 licensing programme, ATHOC contracted a select group of licensees to produce and distribute official merchandise in seven categories through December 2001. For the second phase of the programme, a bidding tender was proclaimed in May 2001 for additional categories of Olympic Games products and merchandise to cover the period 2002 – 2004. More than 1,085 copies of the tender were distributed to domestic Greek companies. This fact testifies not only to the extensive interest of the business community in producing and distributing Olympic products, but also to the highly selective nature of the programme, which ultimately allowed participation from 19 domestic licensees, two international licensees, and two sponsors across 37 product categories.





In developing the Olympic Games licensing programme, Athens 2004 placed special emphasis on respect for the environment — one of the cornerstones of the Athens 2004 Olympic Games — to heighten public awareness of Athens 2004 environmental initiatives and to highlight the importance of a clean and healthy natural environment.



The Olympic Stores








The success of the Athens 2004 Olympic Games licensing programme was bolstered by the strategic placement and effective management of Olympic Stores. First created for the Sydney 2000 Olympic Games licensing programme, Olympic Stores have come to play an increasingly important role in providing consumers with Olympic Games merchandise.

The fundamental goals of the Athens 2004 Olympic Stores were:





-  To promote the Athens 2004 Olympic Games to Greek and foreign visitors
-  To create and maintain consumer interest in Olympic products
-  To generate revenue to support the Greek Olympic team and the staging of the Athens 2004 Olympic Games
-  To support the visual identity of Athens 2004 and the core values upon which it is based

The major achievement of the Athens 2004 Olympic Stores was providing the Greek people, international visitors, and Olympic spectators with a powerful opportunity to choose souvenirs of their Olympic Games experience in a unique and convenient setting dedicated to offering the full range of official products commemorating the Athens 2004 Olympic Games.

Athens 2004 featured six official Olympic Stores in Greece, as well as the staff store at ATHOC headquarters and the Athens 2004 Superstore in the Athens Olympic Sports Complex:

-  The first Olympic Store in Greece opened in the departure area of the new Athens International Airport in March 2001.
-  The second Olympic Store opened in April 2002 in the Notos Galleries department store in central Athens.
-  The third Olympic Store opened at the Athens International Airport, beyond the boarding card checkpoint, in December 2002.
-  The fourth Olympic Store opened in the heart of Plaka, a popular neighborhood in the centre of Athens, in April 2003.
-  The fifth Olympic Store in Athens opened in May 2003 on Korai Square in downtown Athens.
-  The sixth Olympic Store — the largest-ever Olympic Store in a commercial area, with 700 square metres of space — opened in the centre of Athens at Ermou Street in April 2004.
-  On the day of the Opening Ceremony, the Athens 2004 Superstore opened within the Athens Olympic Sports Complex.





Four Athens 2004 Olympic Stores were established abroad:

-  The Athens 2004 – U.S. Olympic Committee store in Orlando, Florida (USA)
-  The Athens 2004 store in Canada
-  The Athens 2004 Olympic store at the Zurich Airport in Switzerland
-  The Athens 2004 Olympic store at the Olympic Museum in Lausanne, Switzerland

HIGHLIGHTS: ATHENS 2004 COMMEMORATIVE SERIES

Athens 2004 Coins

Athens 2004 continued a long tradition in the Olympic Movement by creating a numismatic programme to introduce various series of Olympic coins. Beginning in December 2000, working in cooperation with the Greek Ministry of Finance and the Bank of Greece, Athens 2004 issued commemorative Olympic coins including the last 500-drachma coins issued before the drachma gave way to the Euro, the first-ever series of Olympic Euro coins, a special 2 Olympic coin, and a series of gold and silver coins to commemorate the first global Olympic torch relay in history.

-  Athens 2004 commemorative coins were distributed in 22 countries.
-  24 million 500-drachma Olympic coins were issued into circulation.
-  Six series of three Olympic coins (one gold, two silver) were issued quarterly over 2003 and 2004, with the gold coins drawing their themes from Greek civilisation and the silver coins drawing their themes from sport.
-  The 2 Olympic coin, like all other Euro coins, was a valid means of transaction.
-  10,000 numbered collections of two gold and four silver coins commemorated the Athens 2004 Olympic Torch Relay, with the first gold coin honouring the lighting of the Olympic flame in Olympia, the second gold coin commemorating the lighting of the Olympic cauldron at the Athens Olympic Stadium, and the four silver coins illustrating the passing of the Olympic flame from Europe to the other four continents on the Olympic torch relay route.

Athens 2004 Stamps

Athens 2004 launched an Olympic philatelic programme in November 2000 in cooperation with Elta, the Hellenic Post, to continue the longstanding tradition of commemorative Olympic stamps. A series of six non-royalty-bearing stamps were issued to commemorate the Athens 2004 Olympic Games, with new stamp designs released each year up to the commencement of the Games.

Athens 2004 Pins

Athens 2004 Olympic pins drew their subjects from a variety of design themes such as the Athens 2004 emblem, mascots, Olympic values, sports, and a wide range of other design themes. Created by Athens 2004 licensee Efsimon Sylloges SA, each Olympic pin indicated the number of pins produced in that particular design to convey the pin's rarity and value. Athens 2004 pin series included the highly popular countdown series, which entered circulation on key milestone dates in the years, months, weeks and days leading up to the Athens 2004 Olympic Games.

Athens 2004 Posters

Twelve distinguished Greek painters created unique Athens 2004 Olympic posters with art that interpreted the Olympic ideals. Each poster in the series contributed to the dissemination of the universal message of the Athens 2004 Olympic Games. The posters were made available in Greek and English languages and in 1,300 numbered prints, sized 48 x 69 cm.

Athens 2004 Music Albums

Athens 2004 made three official music albums available, featuring contributions of renowned Greek and international musicians. Entitled “Phos” (Light), “Unity” and “Harmony,” each album captured a musical interpretation of the spirit of the Athens 2004 Olympic Games. “Phos,” featuring 18 songs by Mikis Theodorakis, represented the spirit of Greece and conveyed the universal Olympic ideals that originated in there. “Unity” brought together musicians of different cultures, languages and religions to create a multicultural blend of music in a spirit of peace and friendship. “Harmony” offered a collection of classic melodies that conveyed the spirit of the Olympic Games by featuring a range of the music from artists of international origin.



CELEBRATE HUMANITY 2004

The Celebrate Humanity campaign for 2004 communicated the universal Olympic values and the distinct values of the Athens 2004 Olympic Games. Developed by the International Olympic Committee to focus on the Olympic ideals, Celebrate Humanity presented personal interpretations of the Olympic experience and aligned well with the core values and themes of the Athens 2004 Olympic Games.









The messages of Celebrate Humanity 2004 were simple but of resounding significance. The interpretations were various but powerful. All the messages conveyed the extraordinary power of the Games to reflect the human spirit and to inspire hope for a world that has come together to share in the Olympic experience. Celebrate Humanity resonated with the truth that the Olympic ideals — the values of hope, friendship and fair play, dreams and inspiration, joy in effort — are universal, shared by all. At the same time, the campaign supported the Athens 2004 themes of human scale, participation and celebration.







The messages of Celebrate Humanity were communicated by individuals who invited all people to join them in celebrating the Olympic Games. While the individuals are renowned in various fields of endeavour, none have any direct connection to the Olympic Movement. Thus their perspectives — the thoughts and feelings that they expressed — emphasised that the Olympic experience touches all people and that the Olympic ideals are universal. The individuals were Kofi Annan, Secretary-General of the United Nations; maestro Andrea Bocelli, the renowned Italian tenor; Avril Lavigne, the Canadian singer songwriter; the late Christopher Reeve, the actor, director and activist from the United States; and human rights leader Nelson Mandela of South Africa.

The television component of Celebrate Humanity 2004 consisted of five announcements, each produced in six languages. The print component of Celebrate Humanity presented original thoughts from IOC President Jacques Rogge, Christopher Reeve and Nelson Mandela.

The Celebrate Humanity campaign for 2004 received support from National Olympic Committees and broadcasters around the world. Some highlights include:

-  The Celebrate Humanity television campaign aired in more than 40 countries.
-  Celebrate Humanity was translated into the languages of 10 countries in addition to the original six in which the campaign was produced.
-  Celebrate Humanity ran extensively on CNN International, BBC World and Eurosport.
-  Celebrate Humanity ran in Val Morgan Cinemas in New Zealand.
-  Astro Measat broadcast network in Malaysia created a customised campaign spot featuring singer Siti Nurhaliza.
-  Morocco, Algeria and France aired a customised Celebrate Humanity spot featuring actor Omar Sharif.
-  Russia aired a customised Celebrate Humanity spot featuring Russian conductor Valeri Gergiev.
-  Germany aired a customised Celebrate Humanity spot featuring Olympian and tennis champion Stefanie Graf.

-  Brazil aired a customised Celebrate Humanity spot featuring Olympian and Brazilian National Volleyball team member Giovane Gavio.
-  South Korea aired a customised Celebrate Humanity spot featuring musician Youngpil Cho.
-  The NBC network in the United States aired a customised television spot featuring actress Maura Tierney.
-  The Celebrate Humanity print campaign received extensive support from Sports Illustrated, a Worldwide Olympic Partner, and ran in several Sports Illustrated/Time Inc. publications as well as several NOC publications.





HEART Script
*If you could have the arms of Hercules.
Legs as swift as the wind.
If you could leap shoulder-high above the rim.
Have the kick of a dolphin.
The reflexes of a cat.
If you could have all this, you would have the body,
you would have the tools.
But you will not have greatness.
Until you understand that the strongest muscle
is the heart.
To me, that's the soul of the Olympic Games.*

STRENGTH Script
*Funny, isn't it.
An athlete aspires to be the best
his or her country has to offer.
And ends up representing the best
humanity has to offer.
That's the strength I find in the Olympic Games.*



The Celebrate Humanity campaign for 2004 achieved its objectives of communicating to a worldwide audience the core values and ideals of the Olympic Games. The campaign raised global public awareness of the Olympic Games and demonstrated the power of the Olympic Games as the greatest sporting and cultural festival in the world.

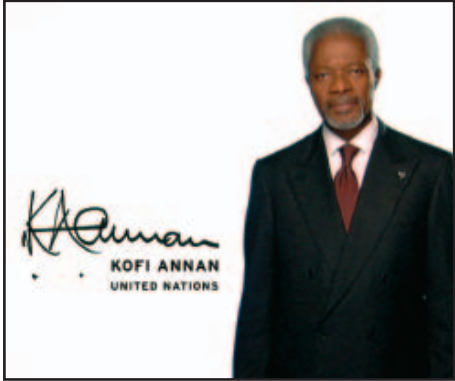
-  Celebrate Humanity also supported Olympic Family organisations, Olympic marketing partners and Olympic broadcast partners in achieving key goals for 2004.
-  Celebrate Humanity benefited Olympic Family organizations such as National Olympic Committees and Organising Committees of future Olympic Games by raising public awareness of the Olympic Games, Olympic teams, Olympic athletes, and associated sport and educational programmes.
-  Celebrate Humanity benefited Olympic broadcast partners by raising public awareness of the Olympic Games, generating public interest in Olympic television programming, enhancing the broadcast partners' Olympic association in the minds of the viewing public, and providing a strong and positive platform for the broadcast partners' advertising sales efforts.
-  Celebrate Humanity benefited the Olympic sponsors, as the partners strengthened their association with the Olympic Movement by integrating the campaign into marketing initiatives, internal efforts to motivate employees, and various programmes to raise awareness of the Olympic sponsorship with constituents, stakeholders and customers.



ADVERSARIES AND EQUALS Script
*For seventeen days, they are roommates.
For seventeen days, they are soulmates.
And for twenty-two seconds, they are competitors.
Seventeen days as equals. Twenty-two seconds as adversaries.
What a wonderful world that would be.
That's the hope I see in the Olympic Games.*



PLAY Script
*It doesn't matter where you come from.
Who your family is.
What you wear.
Or how good you are at math.
All that matters is that you give it
everything you've got.
To me, that's why the Olympic Games rock.*

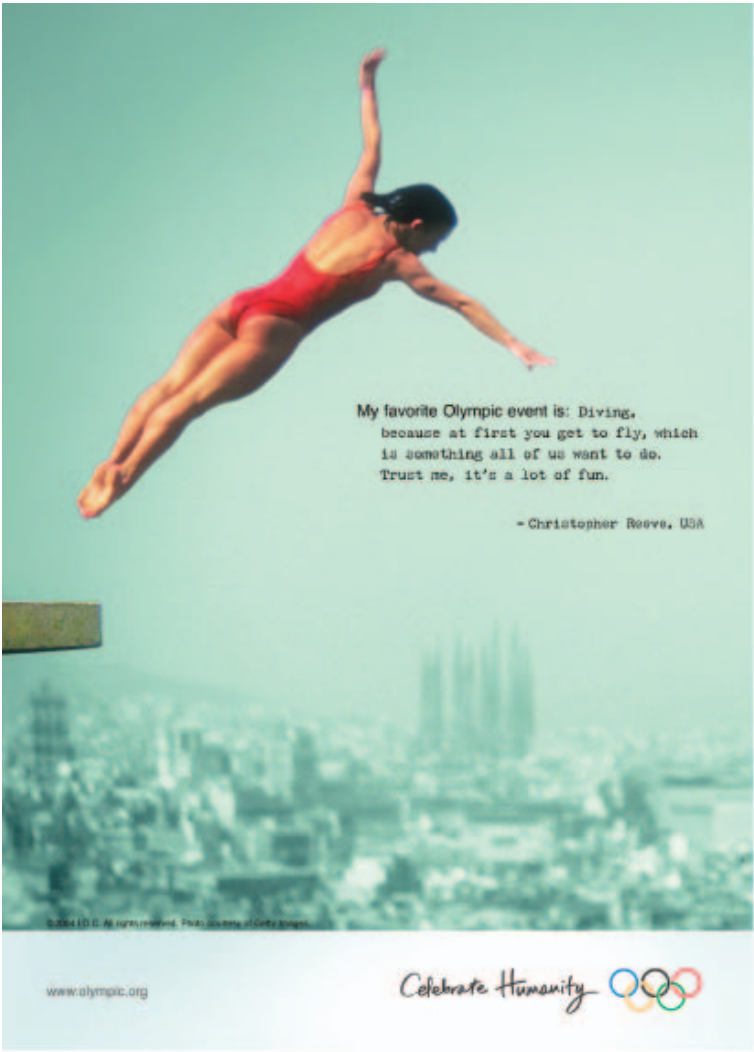


BRIEF MOMENT Script
*The greatest moment of the race is not
the touching of the wall.
Or when one swimmer begins to pull ahead of the pack.
The greatest moment takes place before the
pistol even fires.
When, for a brief time, no nation is greater or smaller,
stronger or weaker than any other.
For me, that is the Olympic moment.*



Celebrate Humanity

2004



PRINT CAMPAIGN



365 days a year, the true spirit of the Games is demonstrated by:
our Worldwide Corporate Sponsors. Because our athletes
can't run, jump or swim until they're fed, housed
and trained. For that, we – and everyone who loves
the Games – owe them our deepest gratitude.

Jacques Rogge
- Jacques Rogge, Belgium,
President, International
Olympic Committee



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Celebrate Humanity 

ACKNOWLEDGEMENTS

THE WORLDWIDE OLYMPIC PARTNERS

*Coca-Cola***Panasonic**Atos
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INTERNATIONAL OLYMPIC COMMITTEE AΘΗΝΑ 2004 MARKETING REPORT

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